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WISN-TV (Milwaukee, WI)

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# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candid	ate/Issue	Demo	CRATA SENA	FTORIAL CAM	DAIGN C	OMMITTEE	•
candida	Dates (if one folder is used per ate, a separate checklist must be ted for each flight)	10/0	2/12-11/0	6/12			
					<u>Initials</u>		
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	<b>'</b> )	Date:	10/9/12	Q	_	
2.	Original contract showing requested time (when available)		Date:	8/13/12	Ec	_	
3.	Updated contracts as order changes.		Date:	9/20/12	<u>a</u>	- wale	10/2
4.	Invoice of schedule as actually broadcas including amount of rebates given (exac date, time, class of time and amount	60		10/2/12 10/5/12 10/5/12	EQ QQ	10/12/12 10/18/12	1959
	for each rebate), if any		Date:			_	
			Checklist Com	pleted:			
		Ву:					
		Date:					

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and $\ell$	Location:	unillo		Da (6)	te: ///z
,do hereby reque	St station time conce	NAGEURE erning the follo		*	
		DSCC	IE		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	6R.T	ÆREC	>	
Total Char	ges:				
This broadcast t	time will be used by:		DSCC - 1E	,	
	rogramming ( elating to any				
	Yes			□ No	

For programming that "communic importance," list the name of the loffice(s) being sought and the date	legally qualified candidate(s) the	ne programming refers to, the
For programming that "communic importance," attach Agreed Upon		political matter of national
I represent that the payment for th	e above described broadcast ti	me has been furnished by:
Ds	cc -1E	
and you are authorized to announc furnishing the payment, if other th	•	person or entity. The entity
a corporation; a commi	ttee; $\square$ an association; $\square$ o	or other unincorporated group.
The names, offices, and addresses agents of the entity are named below	of the chief executive officers, ow (may be attached separately	directors, and/or authorized  (): MARTHA MCKENNA, DIRECTOR IE  430 5. CAPITEL 37 SE  WASHINGTON DC. 20003
THIS STATION DOES NOT DISC OF RACE OR ETHNICITY IN TH		ISCRIMINATION ON THE BASIS
I agree to indemnify and hold harmle reasonable attorney's fees, that may e advertisement(s). For the above-sta transcript, or tape, which will be de before the time of the scheduled br	ensue from the broadcast of the ted broadcast(s), I also agree elivered to the station at least	above-requested to prepare a script,
TO BE SIGN	NED BY ISSUE ADV	ERTISER
1/27/12	<u>-M/w</u>	202-338-8700
V	mantre	Contact Phone Number
10 BE SIGNE	D BY STATION REF	RESENTATIVE
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
,	AS	· 04	IDER	ED	

Tota	I Cha	rges:

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

Product Code

53

Advertiser Ref

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	vision	Alt Order	#
	939457	1	0626206	7
Product	· ·			
DSCC-IE				
Contract Dates	Estimate #			_
10/02/12 - 11/06/12	1533			
Advertiser			Original Date	e / Revision
Democratic Senatorial	Campaign Com	nmittee	08/03/12	/ 08/13/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	cast	Cash
	<u>Station</u>	Accou	nt Executive	Sales Office
	WISN	Will Hi	ldebrandt	HRP -Washingt
	Special Hand	lling		"-"
	Demographic	<u> </u>		<u></u>
	Adults 35+			

Advertiser Code

49

Spots/

IDB#

8091

Agency Ref

						Spois/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
N 1 WISN 10/02	/12 11/02/1	2 General Ho	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00				,		
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week; 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02	/12 11/02/1	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
N 3 WISN 10/02	/12 11/02/1	2 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
N 4 WISN 10/02				1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/08/12

10/14/12

-TWTF--

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product 2 Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start		ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			*			
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				- 1		
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$750.00				l		
	11/04/12	-TWTF	2	\$750.00						
N 6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate				ŀ		
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2 2	\$225.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00 \$225.00						
N 7 WISN 10/09				·						
Start Date	/12 11/02/ End Date	12 THE CHEV Weekdays		12P-1P		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
N 8 WISN 10/02				M-F 2-3P		:30		NM	10	£4.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
N 9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		100		''''	10	Ψ5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
N 10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, . , =
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				i		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				l		
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$600.00						
	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02				5-530pm		:30		NM	14	\$14,000.00
<u>Staπ Date</u> Week: 10/01/12	10/07/12	<u>Weekdays</u> -⊤w⊤F	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 3	\$1,000.00 \$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
N 12 WISN 10/02						.00			, -	
Start Date	End Date	Weekdays	sa Spots/Week	5-6A Rate		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2 2	\$350.00				l		
10/ 40/00/40	404440		_					1		

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\$350.00

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08/03/12 / 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

				0011		enatonal Ca		50,00,1,	- / 0	10/13/12
						Spots/				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
*Line Ch Start	Date End [	Date Descript	ion	Start/End Time	Days	Length Week	Rate	Type	Snote	Amazuni
Start Date	End Date	Weekdays	Spots/Week	Rate			race	- ype	phore	Amount
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10/02	2/12 11/02/	/12 News M-F	6р	6-630pm		:30		NM	14	616 000 00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,,,,,,	1-4	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				ļ		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
N 14 WISN 10/02				6-7A		:30		NM	15	\$15,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					1.5	\$10,000,00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						Ψ10,200.00
Week: 10/08/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/13/12	10/21/12 10/28/12	-TWTF	3	\$850.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	2	\$850.00						
		-TWTF	3	\$850.00						
N 16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						+= 1,000.00
Week: 10/08/12	10/14/12	-TWTF	3 4	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	•	\$1,000.00				•		
Week: 10/22/12	10/28/12	-TWTF	4 5	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
N 17 WISN 10/02/				\$1,000.00						
Start Date	End Date	2 LIVE WITH Weekdavs		9-10am		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00 \$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26/	12 10/26/1	2 2020								
Start Date	End Date	Weekdays	Spots/Week	Fri 9-10p		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	1	1	<u>Rate</u> \$3,000.00						
N 19 WISN 10/08/		2 Dancing	-	Prime Other		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		MM	5	\$25,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$5,000.00				į.		
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
								1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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08/03/12 / 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser	Or	iginal Date / Revision	

Democratic Senatorial Ca

*Line Ch Chat Date Fad Date Date &	<b>-</b>	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	Spots	Amount
Start Date End Date Weekdays Spots/Wee	k Rate				
N 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	2	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/22/12 10/28/12 1 1					
Week: 10/22/12	\$4,000.00				
	\$4,000.00				
N 21 WISN 10/06/12 11/03/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Wee	10-1035p	:30	NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/01/12 10/07/121- 1	<u>k Rate</u> \$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00		5		
N 22 WISN 10/13/12 10/13/12 College Football Game #		00			
Start Date End Date Weekdays Spots/Wee		:30	NM	1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00				
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		_	
Start Date End Date Weekdays Spots/Wee		.30	NM	5	\$2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00				
Week: 10/08/12 10/14/121- 1	\$500.00				
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/121- 1	\$500.00		i		
Week: 10/29/12 11/04/121- 1	\$500.00				
N 24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM	4	\$800.00
Start Date End Date Weekdays Spots/Wee	<u>K</u> <u>Rate</u>			7	Ψ000,00
Week: 10/08/12 10/14/121- 1	\$200.00				
Week: 10/15/12 10/21/121 1	\$200.00				
Week: 10/22/12 10/28/121- 1	\$200.00		1		
Week: 10/29/12 11/04/121- 1	\$200.00				
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 10/01/12 10/07/121- 1					
Week: 10/08/12 10/14/121- 1	\$700.00				
Week: 10/15/12 10/21/121- 1	\$700.00				
Week: 10/22/12 10/28/121- 1	\$700.00				
Week: 10/29/12 11/04/121- 1	\$700.00 \$700.00				
N 26 WISN 10/06/12 11/03/12 Sat GMA  Start Date End Date Weekdays Spots/Weel	6-7a	:30	NM	5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
N 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30		_	
Start Date End Date Weekdays Spots/Week	t r	.30	NM	2	\$1,000.00
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121- 1	\$500.00				
N 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM	-	\$2.000.00
Start Date End Date Weekdays Spots/Week		.00	14141	2	\$2,000.00
			1		

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

08/03/12 / 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

					00141100	onatonal of			,	
	<b>.</b>					Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S <sub>l</sub>	oots	Amount
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/14/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
N 29 WISN 10/06			College Footbal	,		:30			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00				i		
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
N 30 WISN 10/13		12 News Sat	7-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		**,-00.00
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00 \$450.00						
N 31 WISN 10/07			10							
Start Date	End Date	Weekdays	Spots/Week	10p-1030p Rate		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	<u>opotarveek</u> 1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
N 32 WISN 10/14		12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ļ		,
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$950.00						
Week: 10/13/12	10/21/12 10/28/12	1 1	1	\$950.00				l		
Week: 10/29/12	11/04/12	1	1	\$950.00 \$950.00						
N 33 WISN 10/14			•	458-6AM		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
N 34 WISN 10/07			•	530-6p		:30		NM	5	\$2,500.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	Rate						
Week: 10/08/12	10/07/12	1	1	\$500.00 \$500.00						
Week: 10/15/12	10/14/12	1	1	\$500.00 \$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
N 35 WISN 10/07/		12 Sun GMA		6-7a		:30		NIA#	-	60 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 36 WISN 10/21/	/12 10/21/1	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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10/02/12 - 11/06/12 DSCC-IE						1533	
Adve Dem		enatorial C	a			nal Date / Revi /03/12 / 08	sion /13/12
Time	Days	Length \	Spots/ Week	Rate	Т	ype Spots	Amount
<u>e</u> 0							

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$2,500.00						
N 37 WISN 10/07	/12 11/04/	12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		100			Ŭ	Φ <b>2</b> ,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00				1		
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00				ı		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00						
N 38 WISN 10/14			With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
N 39 WISN 10/09				Tue 7-8p		:30		NM	2	\$10,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate				l		
Week: 10/15/12	10/14/12	-1	1 0	\$5,000.00						
Week: 10/22/12	10/21/12	-1	1	\$0.00 \$5,000.00						
			I							
N 40 WISN 10/02 Start Date	/12 10/09/ End Date			Tue 8-9p		:30		NM	2	\$5,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$2,500.00				I		
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02			<u> </u>			-20			•	20.000
Start Date	End Date	Weekdays	Spots/Week	Tue 9-10p Rate		:30		NM	3	\$6,600.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00				- 1		
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16	/12 10/30/	12 HappyEnd		Tue 8-9p		:30		NM	3	\$9,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ŭ	45,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
Week: 10/22/12	10/28/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	11	\$3,000.00						
N 43 WISN 10/27	/12 10/27/	12 College Fo	otball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
N 44 WISN 11/03			e College Footbal			:30		NM	2	\$2,600.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
N 45 WISN 10/28				9-930A		:30		NM	2	\$450.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 2	Spots/Week	Rate				l		
			2	\$225.00						
N 46 WISN 10/22			•	2-3pm/1-2p		:30		NM	1	\$350.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$350.00						
N 47 WISN 11/06	/12 11/06/ <sup>-</sup>	12 General H	ospitai	2-3pm/1-2p		:30		NM	1	\$350.00

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	Contract / Revision	Alt Order #
	939457 /	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser	Original Date	: / Revision
Democratic Senatorial Ca	08/03/12	/ 08/13/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week	<u>Rate</u> \$350.00						
N 48 WISN 10/15/			1			:30		NIM	4	CC 400.00
Start Date	End Date	12 Late News Weekdays	Spots/Week	10-1030p Rate		:30		NM	4	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
N 49 WISN 10/15				10-11am		:30		NM	4	\$2,000.00
Start Date Week: 10/15/12	End Date	Weekdays 1	Spots/Week	Rate						
Week: 10/22/12	10/21/12 10/28/12	1	1	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 50 WISN 11/06	/12 11/06/1	12 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate					•	Ψ000.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
N 51 WISN 10/15	/12 11/05/	12 ANDERSO	ON COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1 1	\$225.00 \$225.00				1		
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
N 52 WISN 10/29	/12 11/05/	12 3-4p		3-4p	*** * ****	:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					-	<b>\$1,000.00</b>
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1		\$500.00						
N 53 WISN 11/06				3-4p		:30		NM	1	\$500.00
<u>Start Date</u> Week; 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00						
N 54 WISN 10/29			1	4P-5P		:30		NIN #	2	64 000 00
N 54 WISN 10/29	End Date	Weekdays	Spots/Week	Rate		.30		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
N 55 WISN 10/15	/12 11/05/ <sup>-</sup>	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	T	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1 1	\$1,000.00 \$1,000.00						
N 56 WISN 10/15				5-6A		:30		NM	4	\$1 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
N 57 WISN 10/08				6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00						
WCCN. 10/00/12	10/14/12	T	1	ψ1,200.00						

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	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		<u>Priginal Date / Revision</u> 08/03/12 / 08/13/12

Totals

350

\$321,650.00

Start Date	*Line Ch Start	Date End D	Date Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
Week: 10/22/12   10/28/12   1   1   51,200.00				Spots/Week							
Week: 10/29/12			1	1	•						
N			1	1							
N   58   WISN   10/15/12   11/05/12   News M-F 6a   Spots/Week   Spo	Week: 11/05/12		1	1	•						
Start Date   End Date   Weekdays   Spots/Week   10/15/12   10/12/112   1   1   \$1,000.00	N 58 WISN 10/15	/12 11/05/	12 News M-F	6a			-30		NINA	4	#4 COO CO
Week: 10/15/12   10/21/12   1   1   \$1,000.00     Week: 10/22/12   11/05/12   11/11/12   1   1   \$1,000.00     Week: 10/22/12   11/05/12   11/11/12   1   1   \$1,000.00     N 59 WISN 11/05/12   11/11/12   1   1   \$1,000.00     N 69 WISN 11/05/12   11/11/12   1   1   \$1,000.00     N 60 WISN 10/22/12   11/05/12   11/11/12   1   1   \$1,000.00     N 60 WISN 10/22/12   11/05/12   11/11/12   1   1   \$850.00     Week: 10/05/12   11/05/12   1			<u>Weekdays</u>	Spots/Week	+		.50		IAIAI	4	\$4,000.00
Week: 10/29/12			1	1							
Week: 11/105/12   11/11/12   1	· · · · - · - · · - · - · · -		1	1	\$1,000.00						
N   59   WISN   11/06/12   11/06/12   News M-F   6a   6-7A   6a   6-7A   6a   7a   6a   7a   7a   7a   7a   7a			1	1	\$1,000.00						
Start Date   Week: 11/05/12   End Date   11/11/12   Weekdays   Spots/Week   Start Date   End Date   Weekdays   Spots/Week   Section	Week: 11/05/12	11/11/12	1	1	\$1,000.00						
Start Date   End Date   1/105/12   11/105/12   Entertainment Tonight   S1,000.00		/12 11/06/	12 News M-F	6a	6-7A		:30		NM	1	\$1,000,00
N 60 WISN 10/22/12 11/05/12 Entertainment Tonight 630p-7pm :30 NM Start Date Weekdays Spots/Week Rate Week: 10/22/12 11/05/12 11/				Spots/Week					,	•	Ψ1,000.00
Start Date   End Date   Weekdays   Spots/Week   Rate   S850.00			-1	1	\$1,000.00						
Week: 10/22/12   10/28/12   11/04/12   1   1   \$850.00			12 Entertainn	nent Tonight	630p-7pm		:30		NM	3	\$2.550.00
Week: 10/29/12 11/04/12 1 1 \$850.00         Week: 11/05/12 11/05/12 11/05/12 Good Morning America 5.99       7-9a       :30       NM       5 \$5,000.00         N 61 WISN 10/08/12 11/05/12 End Date Weekdays 5.005/Week       Rate 5.000.00       NM       5 \$5,000.00         Week: 10/08/12 10/14/12 1 1 \$1,000.00       \$1,000.00       NM       5 \$5,000.00         Week: 10/15/12 10/14/12 1 1 \$1,000.00       \$1,000.00       NM       1 \$1,000.00         Week: 10/29/12 11/04/12 1 1 \$1,000.00       \$1,000.00       NM       1 \$1,000.00         Week: 11/05/12 11/106/12 Good Morning America Start Date Weekdays 5.11/105/12 11/11/12 1 1 \$1,000.00       NM       1 \$1,000.00         N 63 WISN 10/15/12 11/105/12 11/105/12 LIVE WITH KELLY! 9-10am :30       NM       4 \$1,800.00         Neek: 10/15/12 11/05/12 11/05/12 11/12 1 1 \$450.00       NM       4 \$1,800.00         Week: 10/22/12 10/28/12 1 1 \$450.00       NM       4 \$1,800.00			<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ŭ	Ψ2,000.00
Week: 11/05/12   11/11/12   1   1   \$850.00			1	1					1		
N 61 WISN 10/08/12 11/05/12 Good Morning America 7-9a :30 NM 5 \$5,000.00      Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,000.00		—	1	1	*						
Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Weekdays   Spots/Week   Rate   Start Date   Weekdays   Spots/Week   Start Date   Start Date   Start Date   Weekdays   Spots/Week   Start Date   Start D			1	11	\$850.00						
Week: 10/08/12   10/14/12   1   1   \$1,000.00					7-9a	***************************************	:30		NM	5	\$5,000.00
Week: 10/15/12       10/21/12       1       1 \$1,000.00         Week: 10/22/12       10/28/12       1       1 \$1,000.00         Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00         N 62 WISN 11/06/12       11/06/12       Good Morning America       7-9a       :30       NM       1 \$1,000.00         Start Date Week: 11/05/12       End Date 11/11/12       Weekdays Spots/Week \$1,000.00       Rate \$1,000.00       \$1,000.00         N 63 WISN 10/15/12       11/05/12       LIVE WITH KELLY!       9-10am       :30       NM       4 \$1,800.00         Week: 10/15/12       10/21/12       Weekdays Spots/Week Rate \$450.00       Rate \$450.00       \$450.00         Week: 10/22/12       10/28/12       1       1 \$450.00         Week: 10/29/12       11/04/12       1       1 \$450.00				Spots/Week					· · · · · ·	_	40,000.00
Week: 10/22/12       10/28/12       1       1 \$1,000.00         Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00         N 62       WISN 11/06/12       11/06/12       Good Morning America       7-9a       :30       NM       1 \$1,000.00         N 62       End Date Weekdays       Spots/Week Spots/Week Spots/Week       Rate Spots/Week Spots/Week Spots/Week Spots/Week Week:       11/05/12			-	1							
Week: 10/29/12       11/04/12       1       1       \$1,000.00         Week: 11/05/12       11/11/12       1       1       \$1,000.00         N 62 WISN 11/06/12       11/06/12 Good Morning America       7-9a       :30       NM       1       \$1,000.00         Start Date Week: 11/05/12       End Date Weekdays 11/11/12       Spots/Week 11/00.00       Rate 11/00.00       \$1,000.00       NM       4       \$1,800.00         N 63 WISN 10/15/12       11/05/12       LIVE WITH KELLY!       9-10am       :30       NM       4       \$1,800.00         N 63 Week: 10/15/12       10/21/12       1       1       \$450.00         Week: 10/15/12       10/21/12       1       1       \$450.00         Week: 10/29/12       11/04/12       1       1       \$450.00			1	1							
Week: 11/05/12       11/11/12       1,000.00         N 62 WISN 11/06/12 11/06/12 Good Morning America 7-9a       :30       NM       1 \$1,000.00         N 62 WISN 11/06/12 In/06/12 End Date Weekdays Spots/Week 11/05/12 In/05/12 In			1	1							
N 62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM 1 \$1,000.00    Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,000.00			1	1	·						
Start Date Week: 11/05/12         End Date 11/11/12         Weekdays 2 -1         Spots/Week 31,000.00         Rate \$1,000.00           N 63 WISN 10/15/12         11/05/12         LIVE WITH KELLY!         9-10am         :30         NM         4 \$1,800.00           Start Date Week: 10/15/12         End Date 10/21/12         Weekdays Spots/Week Rate 10/21/12         Rate 10/21/12         1 \$450.00           Week: 10/22/12         10/28/12         1 \$450.00           Week: 10/29/12         11/04/12         1 \$450.00				1							
Week: 11/05/12       11/11/12       -1       1       \$1,000.00         N 63 WISN 10/15/12       11/05/12       LIVE WITH KELLY!       9-10am       :30       NM       4       \$1,800.00         Start Date Week 10/15/12       End Date 10/21/12       Weekdays Spots/Week Rate 10/21/12       Rate 1       \$450.00         Week: 10/22/12       10/28/12       1       1       \$450.00         Week: 10/29/12       11/04/12       1       1       \$450.00							:30		NM	1	\$1,000.00
N 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM 4 \$1,800.00    Start Date   End Date   Weekdays   Spots/Week   Rate											
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/15/12         10/21/12         1 \$450.00           Week: 10/22/12         10/28/12         1 \$450.00           Week: 10/29/12         11/04/12         1 \$450.00				*		<del></del>					
Week: 10/15/12       10/21/12       1       \$450.00         Week: 10/22/12       10/28/12       1       1       \$450.00         Week: 10/29/12       11/04/12       1       1       \$450.00							:30		NM	4	\$1,800.00
Week: 10/22/12 10/28/12 1 1 \$450.00 Week: 10/29/12 11/04/12 1 1 \$450.00			vveekdays	Spots/Week							
Week: 10/29/12 11/04/12 1 1 \$450.00			1	1	•						
W-100.00			1	1							
, ψ100.00			1	1							
					Ψ400.00						

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	249	\$231,950.00	\$197,157.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	350	\$321,650.00	\$273,402.50

Signature:		Date:	
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

### **TERMS AND STANDARD CONDITIONS** FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### **OMISSION OF BROADCAST** 3.

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station with similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## **CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b)	he Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial
materials and other bioberty minish	to by the Agency in connection with proadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	fter its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 06262067 1 Product DSCC-IE **Contract Dates** Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office Will Hildebrandt HRP -Washingto WISN Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Snotel

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02	/12 11/02/	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02		12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	/12 11/02/	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	<u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02	/12 11/02/	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, , ,
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week; 10/15/12	10/21/12	-TWTF	1	\$950.00				1		
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02	/12 11/02/	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				1		
								-		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



 Contract / Revision
 Alt Order #

 939457 / 1
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser	Original Date / Revis	/ Revision			
Democratic Senatorial Ca	09/18/12 / 09/	18/12			

					Spots/				
*Line Ch Start Date E	nd Date Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date End [		Spots/Week	<u>Rate</u>						
Week: 10/15/12 10/21		2	\$750.00						
Week: 10/22/12 10/28		2	\$750.00						
Week: 10/29/12 11/04		2	\$750.00						
	1/02/12 ANDERSO		M-F 11A-12P		:30		NM	14	\$3,150.00
<u>Start Date</u> <u>End I</u> Week: 10/01/12 10/07		Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/08/12 10/14		2	\$225.00						
Week: 10/15/12 10/21		3	\$225.00						
Week: 10/22/12 10/28	/12 -TWTF	3	\$225.00						
Week: 10/29/12 11/04	/12 -TWTF	4	\$225.00						
7 WISN 10/09/12 1	1/02/12 THE CHEV	V	12P-1P		:30		NM	8	\$2,400.00
Start Date End [	Date Weekdays	Spots/Week	<u>Rate</u>						, ,
Week: 10/08/12 10/14		2	\$300.00				- 1		
Week: 10/15/12 10/21		2	\$300.00				- 1		
Week: 10/22/12 10/28		2	\$300.00						
Week: 10/29/12 11/04		2	\$300.00						
	1/02/12 KATIE COL		M-F 2-3P		:30		NM	10	\$4,000.00
<u>Start Date</u> <u>End [</u> Week: 10/01/12 10/07		Spots/Week	<u>Rate</u> \$400.00						
Week: 10/01/12 10/07 Week: 10/08/12 10/14		2 2	\$400,00						
Week: 10/05/12 10/21		2	\$400.00						
Week: 10/22/12 10/28		2	\$400.00						
Week: 10/29/12 11/04		2	\$400.00						
	1/02/12 3-4p	<del>.</del>	3-4p		:30		NM	10	\$5,000.00
Start Date End [	•	Spots/Week	Rate						40,000.00
Week: 10/01/12 10/07	7/12 -TWTF	2	\$500.00						
Week: 10/08/12 10/14		2	\$500.00						
Week: 10/15/12 10/21		2	\$500.00				- 1		
Week: 10/22/12 10/28		2	\$500.00						
Week: 10/29/12 11/04		2	\$500.00						
	1/02/12 DR, OZ		4P-5P		:30		NM	10	\$6,000.00
<u>Start Date</u> <u>End I</u> Week: 10/01/12 10/07		Spots/Week	Rate				l		
Week: 10/01/12 10/07 Week: 10/08/12 10/14		2 2	\$600.00 \$600.00						
Week: 10/15/12 10/21		2	\$600.00						
Week: 10/22/12 10/28		2	\$600.00						
Week: 10/29/12 11/04		2	\$600.00				1		
	1/02/12 News M-F	 5n	5-530pm		:30		NM	14	\$14,000.00
Start Date End I		Spots/Week	Rate		.00			l <del></del>	\$14,000.00
Week: 10/01/12 10/07		2	\$1,000.00						
Week: 10/08/12 10/14		3	\$1,000.00						
Week: 10/15/12 10/21		3	\$1,000.00						
Week: 10/22/12 10/28		3	\$1,000.00						
Week: 10/29/12 11/04		3	\$1,000.00						
	1/02/12 News M-F		5-6A		:30		NM	15	\$5,250.00
Start Date End I		Spots/Week	Rate						
Week: 10/01/12 10/07		2	\$350.00						
Week: 10/08/12 10/14	1/12 -TWTF	3	\$350.00				l		

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		Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca** 

						Spots/				
*Line Ch Start	Date End D	ate Description		Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3	\$350.00						
Week: 10/22/12	11/04/12	-TWTF	3 4	\$350.00 \$350.00						
13 WISN 10/02				6-630pm		:30		NM	14	\$16,800.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				````		Ψ10,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02		12 Entertainn	nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ŀ		
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00				- [		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	2 3	\$850.00						
L			-	\$850.00						
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00				:		
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02		12 LIVE WIT	- KELLYI	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				Į.		
Week; 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00				Į		
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00				l		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	/12 10/26/	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08	/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00				I		

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	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spot	s/			
*Line Ch Start		•	n	Start/End Time	Days Le	ength Wee		Type S	pots	Amount
<u>Start Date</u> Spot Ch Da	End Date ate Range	Weekdays Description	Spots/Week	<u>Rate</u> Start/End Time	Modera	المسملات	D-4-			
3 WISN 10			<u>.</u>	Prime Other	Weekdays M	<u>Length</u> :30	<u>Rate</u> \$5,000.00	<u>Type</u> <i>NM</i>		
See MG 1				r imic Other	1-1	.50	<del>\$0,000.00</del>	IVIVI		
6 WISN 10	/22/12-10/28	3/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
							•			
Week: 10/29/12	11/04/12	1	1	\$5,000.00				i		
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
N 20 WISN 10/22				Mon 9-10p		:30		NM	1	\$4,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$4.000.00						
	ite Range	Description	•	Start/End Time	Weekdays	Length	Data	Tuna		
1 WISN 10			-	Mon 9-10p	M		<u>Rate</u> \$4,000,00	<u>Type</u> NM		
Credited						.50	Ψ1,000.00	14141		
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06/	/12 11/03/	12 Late News	Sa 10pm	10-1035p		:30		NM	5	\$3,000,00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					•	Ψ0,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00 \$600.00						
			11			···	· · · · · · · · · · · · · · · · · · ·			
22 WISN 10/13/ Start Date	End Date	12 College Foo Weekdays	Spots/Week	230p-6p		:30		NM	1	\$6,500.00
Week: 10/08/12	10/14/12	1-	<u> </u>	<u>Rate</u> \$6,500.00						
23 WISN 10/06/	12 11/03/1	12 News Sa 6p	-630n	6-630pm		:30		NM	E	#2 F00 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		MINI	5	\$2,500.00
Week: 10/01/12	10/07/12	<del>1</del>	1	\$500.00						
Week: 10/08/12	10/14/12	1 <del>-</del>	1	\$500.00						
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12	1-	1	\$500.00				ı		
Week: 10/29/12	11/04/12	1-	1	\$500.00						
24 WISN 10/13/				456-6AM		:30		NM	4	\$800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week; 10/15/12	10/21/12	1-	1	\$200.00 \$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
25 WISN 10/06/	12 11/03/1	2 News Sa 6p	-630n	6-630pm	· · · · · · · · · · · · · · · · · · ·	:30		NM	5	62 EAA AA
Start Date	End Date	Weekdays	Spots/Week			.50		EAIAI	3	\$3,500.00
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
26 WISN 10/06/			0	6-7a		:30		NM	5	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate						
Week: 10/08/12	10/14/12	1-	1	\$600.00 \$600.00						
Week: 10/15/12	10/21/12	<b>1</b> -	1	\$600.00						
								Į		

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Contract / Revision Alt Order # 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca** 

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	,					
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/ <sup>-</sup>	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00		·				
28 WISN 10/13				630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	T-	1 0	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$0.00 \$1,000.00						
l-man-			,							
29 WISN 10/06			College Footbal	-		:30		NM	3	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays 1-	<u>Spots/Week</u> 1	<u>Rate</u>						
Week: 10/08/12	10/07/12	T-	Ó	\$1,000.00 \$0.00						
Week: 10/05/12	10/21/12	2-	2	\$1.000.00						
30 WISN 10/13/										
Start Date	/12 11/03/ <sup>-</sup> End Date	12 News Sat 7 Weekdays	-ya Spots/Week	7-9am Rate		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	<u> </u>	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00				I		
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			,	40,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,600.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	/12 11/04/1	12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				l l		ŕ
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/				458-6AM		:30		NM	4	\$800.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	1	1 1	\$200.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	1	1	\$200.00 \$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/ Start Date			,	530-6p		:30		NM	5	\$2,500.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00				1		
Week: 10/22/12	10/28/12	1	, 1	\$500.00						
· · · · ·		_	•	++++1 <b>+</b> *				1		

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u> I	riginal Date / Revision

www.wish.com			emocratic S	mocratic Senatorial Ca			09/18/12 / 09/18/12			
*lino Ch Ctt	Dete E D	ata Danish	_		_	Spot				
*Line Ch Start Start Date	End Date			Start/End Tim	e Days	Length Wee	k Rate	Type S	pots	Amount
Week: 10/29/12	11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				*****	Ū	Ψ2,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1 1	1	\$400.00						
Week: 10/05/12	10/14/12	1	1	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/	12 10/21/1	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				]	•	Ψ2,000.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07/ Start Date	/12 11/04/1 End Date			7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/			With George Ste			:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		ò	\$0.00						
Week: 10/22/12	10/28/12		Ō	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/				Tue 7-8p		:30		NM	2	\$10,000.00
<u>Start Date</u> Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/05/12	10/14/12 10/21/12	-1	1 0	\$5,000.00 \$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/		2 HappyEnd		Tue 8-9p		:30		A18.4	_	
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/				Tue 9-10p		:30		NM	2	\$4,400.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2,200.00						
Week: 10/08/12	10/14/12		0	\$2,200.00 \$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Spot Ch Dat	e Range	Description		Start/End Time	Weekday	/s <u>Length</u>	Rate	Туре		
	15/12-10/21/	12 PrivatePrac	tice	Tue 9-10p	-Tu		\$2,200.00	NM		
Credited	40/20/40		•							
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-1	0 1	\$0.00						
		-		\$2,200.00	······································	41				
N 42 WISN 10/16/1 Start Date	End Date	∠ нарру⊵по <u>Weekdays</u>	Spots/Week	Tue 8-9p Rate		:30		NM	2	\$6,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
	<u>e Range</u>	<u>Description</u>		Start/End Time	Weekday	<u>rs Length</u>	Rate	<u>Type</u>		
	15/12-10/21/	12 HappyEnd		Tue 8-9p	-Tu		\$3,000.00	NM		
Credited										

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09/18/12 / 09/18/12



	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates	<u>Product</u>	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
<u>Advertiser</u>	<u> </u>	riginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Sp           Week: 10/22/12         10/28/12         -1           Week: 10/29/12         11/04/12         -1	ots/Week <u>Rate</u> 1 \$3,000.00 1 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football		:30	NM 1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime Colle	·	:30	NM 2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A  Start Date End Date Weekdays Sp  Week: 10/22/12 10/28/122	9-930A ots/Week <u>Rate</u> 2 \$225.00	:30	NM 2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital  Start Date End Date Weekdays Sp  Week: 10/22/12 10/28/12 1	2-3pm/1-2p ots/Week Rate 1 \$350.00	:30	NM 1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital  Start Date End Date Weekdays Sp.  Week: 11/05/12 11/11/12 -1	2-3pm/1-2p ots/Week Rate 1 \$350.00	:30	NM 1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM  Start Date End Date Weekdays Spr  Week: 10/15/12 10/21/12 1  Week: 10/22/12 10/28/12 1  Week: 10/29/12 11/04/12 1  Week: 11/05/12 11/11/12 1		:30	NM 4	\$6,400.00
49 WISN 10/15/12 11/05/12 The View  Start Date End Date Weekdays Spr  Week: 10/15/12 10/21/12 1  Week: 10/22/12 10/28/12 1  Week: 10/29/12 11/04/12 1  Week: 11/05/12 11/11/12 1	10-11am  tots/Week 1 \$500.00 1 \$500.00 1 \$500.00 1 \$500.00	:30	NM 4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Special Special Specia</u>	10-11am <u>ots/Week</u> <u>Rate</u> 1 \$500.00	:30	NM 1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERSON CO- Start Date End Date Weekdays Sport Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	OPER         M-F 11A-12P           ots/Week         Rate           1         \$225.00           1         \$225.00           1         \$225.00           1         \$225.00	:30	NM 4	\$900.00
52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Sport Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	3-4p ots/Week <u>Rate</u> 1 \$500.00 1 \$500.00	:30	NM 2	\$1,000.00
53 WISN 11/06/12 11/06/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spo</u> Week: 11/05/12 11/11/12 -1	3-4p ots/Week <u>Rate</u> 1 \$500.00	:30	NM 1	\$500.00
54 WISN 10/29/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/29/12 11/04/12 1	4P-5P ots/Week <u>Rate</u> 1 \$600.00	:30	NM 2	\$1,200.00

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		06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/18/12 / 09/18/12

						Spots/				
*Line Ch Start	Date End D	ate Description	วท	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
55 WISN 10/15	12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	ì	\$1,000.00						
56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week	<u>Rate</u> \$350.00						
Week: 10/13/12	10/21/12	1	1	\$350.00				ĺ		
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	i	\$350.00						
57 WISN 10/08		12 News M-F	6n	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	9	Ψ0,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00				ŀ		
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/ <sup>-</sup>	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				- 1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	T	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	<u> </u>	\$1,000.00						
59 WISN 11/06				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
60 WISN 10/22			nent Tonight	630p-7pm		:30		NM	3	\$3 EEO 00
Start Date	End Date	Weekdays	Spots/Week	Rate		:50		IAIAI	3	\$2,550.00
Week: 10/22/12	10/28/12	1	<u> </u>	\$850.00				]		
Week: 10/29/12	11/04/12	1	1	\$850.00				1		
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08	/12 11/05/	12 Good Mor	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00				į		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	11	\$1,000.00						
62 WISN 11/06		12 Good Mor	•	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$1,000.00			,			
63 WISN 10/15				9-10am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$450.00 \$450.00						
VVCCN. IUIZZIIZ	10/20/12	<u>.</u>	'	Ψ <del>+</del> ου.υυ				ı		

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	Contract / Revision 939457 / 1	Alt Order # 06262067			
Contract Dates	Product	Estimate #			
10/02/12 - 11/06/12	DSCC-IE	1533			
Advertiser	0	riginal Date / Revision			
Democratic Senatoria	l Ca	09/18/12 / 09/18/12			

							Spots/			
*Line	Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type Spots	Amount
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week:	10/29/12	11/04/12	1	1	\$450.00					
Week:	11/05/12	11/11/12	1	1	\$450.00					
				<del></del>			Total	s	347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:		Date:	

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	ision/		Alt Order #	
	939457	/ 2		06262067	
Product					
SCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			<u>Or</u>	iginal Date /	Revision
Democratic Senatorial Ca	ımpaign Com	mittee	1	10/01/12	/ 10/01/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broad	lcast	:	Cash
	Station	Acco	ınt E	xecutive	Sales Office
	WISN	Will F	lildet	orandt	HRP -Washingto
	Special Handl	ing			
	Demographic				
	Adults 35+				
	IDB#		rtiser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

Spots/

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02	/12 11/02/ <sup>-</sup>	2 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00				:		
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02	/12 11/02/	2 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02		2 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02		2 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02				11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				l		

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

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		06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Cantagas / Castala

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERSO	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						77,100.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/	/12 11/02/ <sup>-</sup>	12 THE CHE	N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				i		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/		<del>.</del> .		3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/14/12	-TWTF	2 2	\$500.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00 \$500.00						
···										
10 WISN 10/02/			0	4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> ∽TWTF	Spots/Week 2	Rate *COO.OO						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/										
Start Date	End Date	Weekdays	Spots/Week	5-530pm <u>Rate</u>		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/	12 11/02/1	12 News M-F		5-6A		:30		NA A	4.5	ee oso os
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
								L		

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Start Date

13 WISN 10/02/12

14 WISN 10/02/12

15 WISN 10/02/12

Start Date

16 WISN 10/02/12

Start Date

Start Date

Start Date

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/15/12

Week: 10/22/12



Ch Start Date End Date Description

11/02/12

11/02/12

11/02/12

11/02/12

<u>Weekdays</u>

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<u>Weekdays</u>

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News M-F 6p

News M-F 6a

Entertainment Tonight

Good Morning America

Spots/Week

3

3

4

Spots/Week

2

3

3

3

3

Spots/Week

2

3

3

3

4

Spots/Week

2

2

3

Spots/Week

3

End Date

10/21/12

10/28/12

11/04/12

**End Date** 

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/07/12

10/21/12

10/28/12

	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u>	iginal Date / Revision

Democratic Senatorial Ca					10/01/12	2 / 10	)/01/12
Start/End T	ime	Days	Spots Length Week		TypeS	Spots	Amount
Rate							
\$350.00							
\$350.00					1		
\$350.00							
6-630pm			:30		NM	14	\$16,800.00
Rate							
\$1,200.00							
\$1,200.00							
\$1,200.00					l		
\$1,200.00					1		
\$1,200.00							
6-7A			:30		NM	15	\$15,000.00
<u>Rate</u>							
\$1,000.00							
\$1,000.00							
\$1,000.00					Į.		
\$1,000.00							
\$1,000.00							
630p-7pm			:30		MM	12	\$10,200.00
Rate					1		
\$850.00							
\$850.00							
\$850.00					ļ		
\$850.00							
\$850.00							
7-9a			:30		MM	21	\$21,000.00

					7.,		1		
Week: 1	0/08/12	10/14/12	-TWTF	4	\$1,000.00				
Week: 1	0/15/12	10/21/12	-TWTF	4	\$1,000.00				
Week: 1	0/22/12	10/28/12	TWTF	5	\$1,000.00				
Week: 1	0/29/12	11/04/12	-TWTF	5	\$1,000.00				
17 WI	SN 10/02/	12 11/02/1	2 LIVE WITI	H KELLY!	9-10am	:30	NM	14	\$6,300.00
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				·
Week: 1	0/01/12	10/07/12	-TWTF	2	\$450.00		1		
Week: 1	0/08/12	10/14/12	-TWTF	2	\$450.00				
Week: 1	0/15/12	10/21/12	-TWTF	3	\$450.00				
Week: 1	0/22/12	10/28/12	-TWTF	3	\$450.00				
Week: 1	0/29/12	11/04/12	-TWTF	4	\$450.00				
18 WI	SN 10/26/	12 10/26/1	2 2020		Fri 9-10p	:30	NM	1	\$3,000.00
S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 1	0/22/12	10/28/12	1	1	\$3,000.00				
19 WI	SN 10/08/	12 11/05/1	2 Dancing		Prime Other	:30	NM	5	\$25,000.00
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,
Week: 1	0/08/12	10/14/12	1	1	\$5,000.00				

Rate

\$1,000.00

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\$5,000.00

\$5,000.00

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Week: 10/15/12

10/21/12

----1-

	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Original Date / Revision <u>Advertiser</u> 10/01/12 / 10/01/12 Democratic Senatorial Ca

	Den	nocratic Senatorial Ca	10/01/12 / 10	/01/12
		C4-1		
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 Dancing	<u>Rate</u> <u>Start/End Time</u> Prime Other	Weekdays         Length         Rate           M         :30         \$5,000.00	Type NM	
See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: 30 \$5,000.00	NM	
MG for 19.3 10/22  Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00 \$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	INWI	ΨΨ,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Түре</u>	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM ·	
Credited 1	B 4 000 00			
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week Week; 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00		İ	
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	Rate	,50	''''	Ψ0,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			-
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$200.00 \$200.00		l	
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate	.50	1,11,41	Ψ0,500.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12 10/07/121- 1	\$600.00		ļ	
Week: 10/08/12 10/14/121- 1	\$600.00			

\$600.00

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Week: 10/22/12

10/28/12 -----1

	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u> </u>	Priginal Date / Revision

www.wisn.com				~	avertiser_			Original Dai	.c / INCVIS	1011
THE PROPERTY OF THE PARTY OF TH				De	emocratic S	enatorial Ca		10/01/12	/ 10/	01/12
				<u> </u>		0				<del>,</del> "
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	e Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00				- 1		
27 WISN 10/20		12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		, ,
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1-	0 1	\$0.00 \$500.00						
			· · · · · · · · · · · · · · · · · · ·			-20		NIM	•	<b>AD 000 00</b>
28 WISN 10/13 Start Date	/12 10/27/ End Date	12 Sat 630-7p Weekdays	Spots/Week	630-7p Rate		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06		12 ABC Prime	College Footbal			:30		NM	3	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1	0	\$1,000.00 \$0.00						
Week: 10/15/12	10/14/12	2-	2	\$1,000.00						
30 WISN 10/13				7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1414)	7	Ψ1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07			•	10p-1030p		:30		NM	5	\$8,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	<u>Rate</u> \$1,600.00						
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00				i		
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14	/12 11/04/	12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$950.00 \$950.00						
33 WISN 10/14				458-6AM		:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14101	7	Ψ000.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07				530-6p		:30		NM	5	\$2,500.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/07/12	1	, 1	\$500.00				ļ		
Week: 10/15/12	10/21/12	1	1	\$500.00						
Manual 10/10/12	10/20/12	_ 1	1	\$500.00						

\$500.00

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10/01/12 / 10/01/12



	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u> i	riginal Date / Revision

Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> \$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Wee	<u>Rate</u>				
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00		1		
Week: 10/29/12 11/04/121 1	\$400.00				
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Wee					
Week: 10/15/12 10/21/121 1	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Wee			1		
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$400.00 \$400.00				
Week: 10/29/12 10/20/121 1	\$400.00		- 1		
				_	
38 WISN 10/14/12 11/04/12 This Week With George	•	:30	NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week; 10/08/12 10/14/121 1	<u>k Rate</u> \$1,000.00				
Week: 10/06/12 10/21/12 0	\$0.00				
Week: 10/13/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM	2	610 000 00
Start Date End Date Weekdays Spots/Wee	•	.50	INIVI	2	\$10,000.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00		1		
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
N 40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM	2	\$5,000.00
Start Date End Date Weekdays Spots/Wee	•		1	_	40,000.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	Tu:30 \$ <del>2,500.00</del>	NM		
See MG 40.3					
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-ти :30 \$2,500.00	NM		
MG for 40.1 10/02  Week; 10/08/12 10/14/12 -1 1	\$2,500.00				
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM	2	¢4.400.00
Start Date End Date Weekdays Spots/Wee		.30	INIVI	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00				
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM		
Credited	•				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				

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	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/01/12 / 10/01/12

						Spot	s/			
*Line Ch Start			1	Start/End Time	Days	Length Wee	k Rate	Type S	oots	Amount
42 WISN 10/16			C	Tue 8-9p		:30		NM	2	\$6,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$3,000.00				- !		
	ate Range	Description	•	Start/End Time	Weekdays	s Length	Rate	<u>Type</u>		
	/15/12-10/21	/12 HappyEnd		Tue 8-9p	-Tu		\$3,000.00	NM		
Credited		_					•			
Week: 10/22/12	10/28/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
43 WISN 10/27 Start Date	/12 10/27/ End Date	12 College Foo		230p-6p		:30		NM	1	\$7,000.00
Week: 10/22/12	10/28/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$7,000.00						
44 WISN 11/03	/12 11/03/	12 ABC Prime	College Footbal			:30		NM	2	£2 644 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	2	\$2,600.00
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
45 WISN 10/28				9-930A		:30		NM	2	\$450.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 2	Spots/Week	Rate						
			2	\$225.00						
46 WISN 10/22 Start Date	/12 10/22/ <sup>-</sup> End Date	12 General Hos Weekdays	spital Spots/Week	2-3pm/1-2p Rate		:30		NM	1	\$350.00
Week: 10/22/12	10/28/12	1	1	\$350.00						
47 WISN 11/06/	/12 11/06/	12 General Hos	pital	2-3pm/1-2p		:30	, , , , , , , , , , , , , , , , , , , ,	NM	1	\$350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	1	\$350.00
Week: 11/05/12	11/11/12	-1	1	\$350.00				- 1		
48 WISN 10/15/				10-1030p		:30		MM	4	\$6,400.00
Start Date Week; 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>						
Week: 10/13/12	10/21/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1 '	\$1,600.00						
49 WISN 10/15/	/12 11/05/1	2 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		,,,,,,	~*	Ψ2,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1 1	\$500.00 \$500.00						
50 WISN 11/06/										
Start Date	End Date	Weekdays	Spots/Week	10-11am <u>Rate</u>		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15/	12 11/05/1	2 ANDERSON	COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		1 4141	7	99UU.UU
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$225.00						
52 WISN 10/29/			1	\$225.00						
Start Date	End Date	∠ 3-4p Weekdays	Spots/Week	3-4p <u>R</u> ate		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06/	12 11/06/1	2 3-4p		3-4p		:30		NM	1	\$500.00
										<del>-</del>

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	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/01/12 / 10/01/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeSpo	ite	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	Rate \$500.00	Days Longin Wook Made	,,,,,,,,,,		Anount
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	2	\$1,200.00
Week: 10/29/12 11/04/12 1 1	\$600.00		į.		
Week: 11/05/12 11/11/12 1 1	\$600.00				
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00 \$1,000.00		1		
Week: 11/05/12 11/11/12 1 1	\$1,000.00		•		
56 WISN 10/15/12 11/05/12 News M-F 5a	5-6A	:30	NM	4	¢1 400 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	4	\$1,400.00
Week: 10/15/12 10/21/12 1 1	\$350.00				
Week: 10/22/12 10/28/12 1 1	\$350.00				
Week: 10/29/12 11/04/12 1 1	\$350.00		1		
Week: 11/05/12 11/11/12 1 1	\$350.00				
57 WISN 10/08/12 11/05/12 News M-F 6p	6-630pm	:30	NM	5	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1	<u>Rate</u>				
Week: 10/15/12 10/14/12 1 1	\$1,200.00 \$1,200.00				
Week: 10/22/12 10/28/12 1 1	\$1,200.00				
Week: 10/29/12 11/04/12 1 1	\$1,200.00				
Week: 11/05/12 11/11/12 1 1	\$1,200.00				
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	· · · · · · · · · · · · · · · · · · ·	7	\$ <del>-</del> ,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00		l		
Week: 10/22/12 10/28/12 1 1	\$1,000.00		l		
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$1,000.00		- 1		
	\$1,000.00				
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00				
60 WISN 10/22/12 11/05/12 Entertainment Tonight		.20	N. B. A		00
Start Date End Date Weekdays Spots/Week	630p-7pm Rate	:30	NM	3	\$2,550.00
Week: 10/22/12 10/28/12 1 1	\$850.00				
Week: 10/29/12 11/04/12 1 1	\$850.00				
Week: 11/05/12 11/11/12 1 1	\$850.00				
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM	5	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00 \$1,000.00		l		
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	<b>ዩ</b> 1 በስለ ስላ
Start Date End Date Weekdays Spots/Week	Rate	.50	LAINE	ı	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				

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10/01/12 / 10/01/12



	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	0	riginal Date / Revision

*Line	Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate				-		
63	WISN 10/15				9-10am		:30		NM	4	\$1,800.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week	:: 10/15/12	10/21/12	1	1	\$450.00						
Week	c: 10/22/12	10/28/12	1	1	\$450.00						
Week	t: 10/29/12	11/04/12	1	1	\$450.00				ŀ		
Week	: 11/05/12	11/11/12	1	1	\$450.00						
							Total	S	<del></del>	347	\$312,450.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	

Product Code

53

Advertiser Ref

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

			1.00		
	Contract / Rev	vision	Alt Or	<u>der#</u>	
	939457	/ 3	06262	2067	
<u>Product</u>					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			Original [	Date / Revision	
Democratic Senatorial Ca	ampaign Com	mittee	10/03/1	12 / 10/03/12	
	Billing Cycle	Billing	Calendar	Cash/Trade	
	EOM/EOC	Broad	cast	Cash	
	<u>Station</u>	Accou	int Executiv	ve Sales Office	!
	WISN	Will Hildebrandt		HRP -Washi	ingt
	Special Hand	ling			
	Demographic				
	Adults 35+				

Advertiser Code

Spots/

IDB#

8091

Agency Ref

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02/			ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, , , , , , , , ,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02/	11/02/1	2 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00				İ		
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00				l		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week; 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/				1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00				1		
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/		-		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

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12 WISN 10/02/12

Week: 10/01/12

Week: 10/08/12

Start Date

11/02/12

End Date

10/07/12

10/14/12

News M-F 5a

<u>Weekdays</u>

-TWTF--

-TWTF--

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 TWTF--2 \$750.00 Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 -TWTF--2 \$750.00 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 \$3,150,00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$225.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$225.00 Week: 10/15/12 10/21/12 -TWTF--3 \$225.00 Week: 10/22/12 10/28/12 -TWTF--3 \$225.00 Week: 10/29/12 11/04/12 -TWTF--4 \$225.00 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM \$2,400.00 **End Date** Start Date Spots/Week <u>Weekdays</u> Rate Week: 10/08/12 10/14/12 -TWTF--\$300.00 2 Week: 10/15/12 10/21/12 -TWTF--2 \$300.00 Week: 10/22/12 10/28/12 -TWTF--2 \$300.00 Week: 10/29/12 11/04/12 -TWTF--2 \$300,00 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF-2 \$400.00 Week: 10/08/12 10/14/12 2 -TWTF--\$400.00 Week: 10/15/12 10/21/12 -TWTF--2 \$400.00 Week: 10/22/12 10/28/12 -TWTF--2 \$400.00 Week: 10/29/12 11/04/12 -TWTF--\$400.00 2 WISN 10/02/12 11/02/12 3-4p :30 NM 10 \$5,000.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF-2 \$500.00 Week::10/08/12 10/14/12 2 -TWTF--\$500.00 Week: 10/15/12 10/21/12 -TWTF--2 \$500.00 Week: 10/22/12 10/28/12 -TWTF---2 \$500.00 Week: 10/29/12 11/04/12 -TWTF--2 \$500.00 10 WISN 10/02/12 11/02/12 4P-5P DR. OZ NM 10 \$6,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$600.00 Week: 10/15/12 10/21/12 -TWTF--2 \$600.00 Week: 10/22/12 10/28/12 -TWTF--2 \$600.00 Week: 10/29/12 11/04/12 -TWTE--2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--3 \$1,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

\$350.00

\$350.00

.30

NM

15

\$5,250.00

5-6A

Spots/Week

2

3

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10/03/12 / 10/03/12



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #	
	939457 / 3	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser	10	ininal Date / Revision	

Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/		12 News M-F		6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				1		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$1,200.00						
	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02/				6-7A		:30		NM	15	\$15,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate				l		
Week: 10/08/12	10/07/12	-TWTF	2	\$1,000.00				I		
	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				l		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	3	\$1,000.00				ı		
		-TWTF	4	\$1,000.00						
15 WISN 10/02/			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	2	\$850.00						
	10/21/12	-TWTF	3	\$850.00				- 1		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$850.00						
		-TWTF	3	\$850.00						
16 WISN 10/02/			ing America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF -TWTF	3	\$1,000.00						
Week: 10/05/12 Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/13/12	10/21/12	-TWTF	4 5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5 5	\$1,000.00 \$1,000.00						
17 WISN 10/02/			=	9-10am		:30		NM	14	\$6,300.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2							
Week: 10/15/12	10/14/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00						
18 WISN 10/26/		******	<del>-7</del>						_	
	End Date	Weekdays	Spots/Week	Fri 9-10p Rate		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	1	3pots/vveek 1	\$3,000.00						
19 WISN 10/08/	12 11/05/1	2 Dancing		Prime Other		:30	<del>1</del>	NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		,			•	Ψ <u>2</u> 0,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
								•		

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 **Democratic Senatorial Ca** 

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 Dancing	Rate Start/End Time Prime Other	Weekdays Length Rate M :30 \$5,000.00	Type NM	
See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing ∰ MG for 19.3 10/22	Mon 7-8p	M: :30 \$5,000.00	NM	
Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1         20 WISN 10/22/12       10/29/12       Castle	\$5,000.00 \$5,000.00			
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	Mon 9-10p <u>Rate</u> \$4,000.00	:30	NM 1	\$4,000.00
Spot Ch Date Range Description  1 WISN 10/22/12-10/28/12 Castle Credited	Start/End Time Mon 9-10p	Weekdays         Length         Rate           M         :30         \$4,000.00	<u>Type</u> NM	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	10-1035p <u>Rate</u> \$600.00	:30	NM 5	\$3,000.00
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/13/12 10/28/121- 1	\$600.00 \$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00		ŀ	
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6 E00 00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1	<u>Rate</u> \$6,500.00	.00		\$6,500.00
23 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date   End Date   Weekdays   Spots/Week   Week: 10/08/12   10/14/12  1-   1	Rate			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00 \$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 5	\$3,500.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00		ŀ	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00		ł	
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
			1	

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Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

**Democratic Senatorial Ca** 

*Line Ch Start	Data End C	nete Deservirati	_			Spots/				
		ate Description		Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p		:30		NIN 4	•	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		MM	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00				ŀ		
28 WISN 10/13				630-7p		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1-	Spots/Week	Rate						, ,
Week: 10/05/12	10/14/12		1 0	\$1,000.00				i		
Week: 10/22/12	10/28/12	1-	1	\$0.00 \$1,000.00						
29 WISN 10/06			<u> </u>	· · · · · · · · · · · · · · · · · · ·						
Start Date	End Date	Weekdays	College Footbal Spots/Week	7-1030p Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00				ı		
30 WISN 10/13/	/12 11/03/	2 News Sat 7	'-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	Ψ1,000.00
Week: 10/08/12	10/14/12	1 <u>-</u>	1	\$450.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$450.00				ŀ		
Week: 10/29/12	10/28/12 11/04/12	1- 1-	1	\$450.00						
			1	\$450.00						
31 WISN 10/07/ Start Date	/12 11/04/1 <u>End Date</u>	2 Late News Weekdays	•	10p-1030p		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	Spots/Week 1	<u>Rate</u> \$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/		2 Late News	SU 1030PM	1030p-11p		:30	***************************************	NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	Ψ0,000.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00 \$950.00						
33 WISN 10/14/			I							
Start Date	End Date	Weekdays	Spots/Week	458-6AM Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/			,	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	+=,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	<del></del> 1	1	\$500.00						
Week: 10/06/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$500.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$500.00 \$500.00						
	· Or Edi IL	-	1	φυυυ.υυ				1		

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10/03/12 / 10/03/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 3	<u>Alt Order #</u> 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	]	Original Date / Revision

Democratic Senatorial Ca

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*Line Ch Start [	Date End Da	ate Description	n	Start/End Time	Days	Spo Length We		TypeS	nots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				.,,,,,,	poto	/ in todalit
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/	12 11/04/1	2 Sun GMA		6-7a		:30		NM	5	¢2 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1 4141	J	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$400.00						
*****		1	1	\$400.00						
36 WISN 10/21/			0	Sun 7-8p		:30		NM	1	\$2,500.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$2,500.00						
37 WISN 10/07/			·							
Start Date	End Date	2 News Sun 7 Weekdays	-9a Spots/Week	7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	<u> </u>	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400,00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/	12 11/04/1:	2 This Week \	With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				````	_	42,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				į		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	0 1	\$0.00						
		_	•	\$1,000.00			<del></del>			
39 WISN 10/09/1 Start Date	12 10/23/12 End Date	2 DanceResul Weekdays	its Spots/Week	Tue 7-8p		:30		NM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	<u>300(5)(Veek</u>	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/1	12 10/09/12	2 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		1 4141	2	Ψ5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
	e Range	Description		Start/End Time	<u>Weekday</u>		<u>Rate</u>	<u>Type</u>		
1 WISN 10/0 See MG 40.		12 HappyEnd		Tue 8-9p	-Tu	: :30	<del>\$2,500.00</del>	NM		
	-	12 DWTS Res	ulte	Tue 8-9p	-Tu	.20	¢0 500 00			
See MG 40.		IL DIVIONOS	uno	rue o-ap	-14	:30	\$ <del>2,500.00</del>	NM		
4 WISN 10/0		12 DWTS		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
MG for 40.3	10/02			•			7-1	````		
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02/1	2 10/30/12	2 PrivatePract	ice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate						7 1,100,00
Week: 10/01/12 Week: 10/08/12	10/07/12	-1	1	\$2,200.00						
Week: 10/15/12	10/14/12 10/21/12	-1	0 1	\$0.00						
	e Range	Description	ı	\$2,200.00 Start/End Time	Mockdo	o lanath	Data	T a		
		12 PrivatePrac	tice	Tue 9-10p	Weekday		<u>Rate</u> \$2.200.00	<u>Type</u> <i>NM</i>		
Credited		_ , αιοι ταο	*****	740 0 10p	.u	.30	<del>v=,=v0:00</del>	IVIVI		
Week: 10/22/12	10/28/12		0	\$0.00						

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Contract / Revision Alt Order# 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 **Democratic Senatorial Ca** 

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/N           Week: 10/29/12         11/04/12         -1         1			.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Annount
42 WISN 10/16/12 10/30/12 HappyEnd  Start Date End Date Weekdays Spots/ Week: 10/15/12 10/21/12 -1 1	Tue 8-9p <u>Week</u> <u>Rate</u>	:30	NM 2	\$6,000.00
Spot Ch Date Range Description  1 WISN 10/15/12-10/21/12 HappyEnd Credited	<u>Start/End Time</u> Tue 8-9p	Weekdays         Length         Rate           -Tu         :30         \$3,000.00	<u>Type</u> <i>NM</i>	
Week: 10/22/12       10/28/12       -1       1         Week: 10/29/12       11/04/12       -1       1	\$3,000.00 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Gan <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/N</u> Week: 10/22/12 10/28/121- 1	' '	:30	NM 1	\$7,000.00
44 WISN 11/03/12       11/03/12       ABC Prime College F         Start Date       End Date       Weekdays       Spots/N         Week: 10/29/12       11/04/12      2-       2	<u>Neek</u> <u>Rate</u>	:30	NM 2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/N</u> Week: 10/22/12 10/28/122 2		:30	NM 2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Veek</u> <u>Rate</u> \$350.00	:30	NM 1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p <u>Veek</u> <u>Rate</u> \$350.00	:30	NM 1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1	\$1,600.00	:30	NM 4	\$6,400.00
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$1,600.00 \$1,600.00 \$1,600.00			
49 WISN 10/15/12       11/05/12       The View         Start Date       End Date       Weekdays       Spots/N         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	10-11am <u>Veek</u> \$500.00  \$500.00  \$500.00  \$500.00	:30	NM 4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 11/05/12 11/11/12 -1 1	10-11am <u>Veek Rate</u> \$500.00	:30	NM 1	\$500.00
51 WISN 10/15/12       11/05/12       ANDERSON COOPE         Start Date       End Date       Weekdays       Spots/V         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	· · · · · · · · · · · · · · · · · · ·	:30	NM 4	\$900.00
52 WISN 10/29/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 10/29/12 11/04/12 1 1	3-4p	:30	NM 2	\$1,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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10/03/12 / 10/03/12



	Contract / Revision	Alt Order #		
	939457 / 3	06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		
Advertiser	Or	riginal Date / Revision		

**Democratic Senatorial Ca** 

*Line Ch Start Date End Date Departmen	Chard/Find Times	Spots			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Typ	e Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         1         1	<u>Rate</u> \$500.00				
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NN	1 1	\$500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	<u>Rate</u> \$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NA	1 2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$600.00			<u> </u>	Ψ1,200.00
Week: 11/05/12 11/11/12 1 1	\$600.00				
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NA	1 4	£4 000 00
Start Date End Date Weekdays Spots/Week	Rate	.00	INIX	' <b> </b>	\$4,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00			1	
Week: 11/05/12 11/11/12 1 1	\$1,000.00			1	
56 WISN 10/15/12 11/05/12 News M-F 5a	5-6A	:30	NN	1 4	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			`l `	\$1,400.00
Week: 10/15/12 10/21/12 1 1	\$350.00				
Week: 10/22/12 10/28/12 1 1	\$350.00				
Week: 10/29/12 11/04/12 1 1	\$350.00			İ	
Week: 11/05/12 11/11/12 1 1	\$350.00				
57 WISN 10/08/12 11/05/12 News M-F 6p	6-630pm	:30	NN	1 5	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/12 1 1 • Week: 10/15/12 10/21/12 1 1	\$1,200.00				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,200.00				
Week: 10/29/12 11/04/12 1 1	\$1,200.00			1	
Week: 11/05/12 11/11/12 1 1	\$1,200.00 \$1,200.00			1	
58 WISN 10/15/12 11/05/12 News M-F 6a Start Date End Date Weekdays Spots/Week	6-7A	:30	NA.	1 4	\$4,000.00
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NN	<del>,</del>	£4 000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	IVIN	1 1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				
60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NN	3	\$2,550.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1 414	<b>'</b>	φ2,550.00
Week: 10/22/12 10/28/12 1 1	\$850.00				
Week: 10/29/12 11/04/12 1 1	\$850.00				
Week: 11/05/12 11/11/12 1 1	\$850.00				
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NN	5	\$5,000.00
Start Date	<u>Rate</u>			1	+5,500.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00				
Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00			I	

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Totals

	Contract / Revision	Alt Order #
	939457 / 3	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertises		ininal Data / Davids

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/03/12 / 10/03/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	e Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate	s Type Spots	Arriount
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM 1	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	<u>Rate</u> \$1,000.00	.00	,,,,,,	<b>\$1,000.00</b>
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	9-10am Rate \$450.00 \$450.00 \$450.00 \$450.00	:30	NM 4	\$1,800.00
N 64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u> End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	PostBadger <u>Rate</u> \$1,000.00	:30	<b>NM</b> 1	\$1,000.00
N 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	<b>NM</b> 1	\$1,500.00
N 66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
N 67 WISN 10/04/12 10/05/12 News M-F 5a  Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM 1	\$350.00
N 68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM 1	\$250.00
N 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM 1	\$200.00
N 70 WISN 10/04/12 10/05/12 KATIE COURIC  Start Date	M-F 2-3P <u>Rate</u> \$400.00	:30	NM 2	\$800.00
N 71 WISN 10/04/12 10/05/12 Nightline  Start Date	11p-1130p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
N 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	i) :30	NM 1	\$250.00
		Totals	357	\$321,300.00

Time Period # of Spots Gross Amount Net Amount

10/01/12 -10/28/12 256 \$231,600.00 \$196,860.00

10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00

\$273,105.00

Signature:		Da	ate:	
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\$321,300.00

357

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revisio	<u>n</u>	Alt Order #
	939457 /	3	06262067
Contract Dates	Product		Estimate #
10/02/12 - 11/06/12	DSCC-IE		1533
Advertiser Democratic Senatorial Ca			<u>linal Date / Revision</u> 0/03/12 / 10/03/12

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 4 06262067 **Product** DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 10/04/12 / 10/04/12 Billing Cycle | Billing Calendar CashITes

EOM/EOC	Broadcast	enoar	Cash/Trade Cash
Station	Account E		Sales Office
WISN	Will Hildeb	randt	HRP -Washingto
Special Hand	ling		
Demographic			
Adults 35+			
IDB#	Advertiser	Code	Product Code
8091	49		53
Agency Ref		Advertiser	Ref

Snots/

				Spots/				
*Line Ch Start Date End Date	Description	Start/End Time	Days Le	ength Week	Rate	Type Sp	ots	Amount
	General Hospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
	ekdays Spots/Week	Rate					. •	40,000.00
	WTF 2	\$350.00						
	WTF 2	\$350.00				- 1		
	WTF 2	\$350.00						
	WTF 2	\$350.00				1		
Week: 10/29/12 11/04/12 -Tv	WTF 2	\$350.00						
	Late News 10PM	10-1030p		:30	***************************************	NM	15	\$24,000.00
	ekdays Spots/Week	<u>Rate</u>					•	42 1,000.00
	VTF 2	\$1,600.00						
	VTF 2	\$1,600.00						
	WTF 4	\$1,600.00						
	VTF 3	\$1,600.00						
Week: 10/29/12 11/04/12 -Tw	VTF 4	\$1,600.00						
	The View	10-11am		:30		NM	14	\$7,000.00
	ekdays Spots/Week	<u>Rate</u>						Ψ.,000.00
	VTF 2	\$500.00						
	VTF 2	\$500.00						
	VTF 3	\$500.00						
	VTF 3	\$500.00						
Week: 10/29/12 11/04/12 -Tw	VTF 4	\$500.00						
	_ate News 1030PM	1030p-11p		:30		NM	5	\$4,750.00
	<u>ekdays</u> <u>Spots/Week</u>	Rate					·	Ψ+,1 00.00
	VTF 1	\$950.00						
	/TF 1	\$950.00						
	/TF 1	\$950.00						
	/TF 1	\$950.00						
Week: 10/29/12 11/04/12 -Tw	/TF 1	\$950.00						
5 WISN 10/02/12 11/02/12 N	Nightline	11p-1130p		:30	·······	NM	8	\$6,000.00
	ekdays Spots/Week	<u>Rate</u>		-			•	\$0,000.00
	ΠF 1	\$750.00						
Week: 10/08/12 10/14/12 -Tw	/TF 1	\$750.00						

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**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	939457 / 4	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser	Original Date / Revision						
Democratic Senatorial Ca	10/04/12 / 10/04/12						

*Line Ch Start	Date End D	ate Descriptio	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			·······			
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	2 3	\$225.00 \$225.00				i		
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14191	Ü	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02		12 KATIE CO		M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				- 1		
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$400.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	2 2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00 \$400.00						
9 WISN 10/02				3-4p		:30		NM	10	<b>#F 000 00</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		LAIAI	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				1		
Week: 10/22/12	10/28/12	- <b>T</b> WTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/		12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2 2	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/			·	5-530pm		:30		NM	14	£4.4.000.00
Start Date		Weekdays	Spots/Week	Rate		.00		14141	144	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				•		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$350.00						
VVCCN, 10/00/12	10/14/12	-TWTF	3	\$350.00				ı		

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		
Advertiser	Or	iginal Date / Revision		

**Democratic Senatorial Ca** 

*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				T		····
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$1,200.00						
Week: 10/15/12	10/14/12	-TWTF	3 3	\$1,200.00						
Week: 10/13/12	10/28/12	-TWTF	3	\$1,200.00 \$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02 Start Date	1/12 11/02/ End Date	12 News M-F Weekdays		6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/	12 Entertainm	ent Tonight	630p-7pm	·····	:30			40	040 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00				i		
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				1		
16 WISN 10/02	/12 11/02/	12 Good Morn	ing America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				7,117	21	Ψ21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00				İ		
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02		12 LIVE WITH	KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,, , , , , , , , , , , , , , , , , , ,
Week: 10/01/12	10/07/12	- <b>T</b> WTF	2	\$450.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	2	\$450.00				1		
Week: 10/13/12	10/21/12 10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3 4	\$450.00						
		***************************************	4	\$450.00						
18 WISN 10/26/			D	Fri 9-10p		:30		NM	1	\$3,000.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week 1	Rate				[		
-			1	\$3,000.00						
19 WISN 10/08/			Canta AA/a - !:	Prime Other		:30		NM	5	\$25,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1 <b></b>	Spots/Week	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00 \$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
		-	•	\$3,000.00						

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Original Date / Revision 10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	0	riginal Date / Revision

Democratic Senatorial Ca

						Spo	ts/			
*Line Ch Start I				Start/End Time	Days	Length Wee		Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				[ "		
	te Range	Description		Start/End Time	Weekday	<u>/s Length</u>	<u>Rate</u>	<u>Type</u>		
3 WISN 10		/12 Dancing		Prime Other	M	:30	\$ <del>5,000.00</del>	NM		
See MG 19										
6 WISN 10		12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
		7						Ī		
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$5,000.00				l l		
	11/11/12	1	1	\$5,000.00						
20 WISN 10/22/				Mon 9-10p		:30		NM	1	\$4,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week	Rate				l l		
		1	1	\$4,000.00				_ [		
Spot Ch Da 1 WISN 10	<u>te Range</u>	<u>Description</u>		Start/End Time	Weekday		Rate	<u>Type</u>		
r vvisiv 10/ Credited	22/12-10/20/	12 Castle		Mon 9-10p	M	:30	<del>\$4,000.00</del>	NM		
Week: 10/29/12	11/04/12	1	1	00 000 04						
				\$4,000.00						
21 WISN 10/06/				10-1035p		:30		NM	5	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1-	Spots/Week	Rate				i		
Week: 10/08/12	10/07/12	<del>-</del>	1	\$600.00						
Week: 10/05/12	10/14/12	<u>1</u> -	1	\$600.00						
Week: 10/13/12	10/21/12	<b>1-</b> <b>1</b> -	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
			1	\$600.00						
N 22 WISN 10/13/		2 College Foot		230p-6p		:30		NM	1	\$6,500.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1-	Spots/Week	Rate						
	te Range	Description	1	\$6,500.00	1871-7-		<b>5</b> .	_		
1 WISN 10/			tball Game #2	Start/End Time	Weekda		Rate	<u>Туре</u>		
See MG 22		12 Conege i oc	nbaii Gairie #2	230p-6p		-Sa :30	\$ <del>6,500.00</del>	NM		
		12 College Foo	thall BADGER	230p-6p		-sa :30	\$6,500.00	NM		
MG for 22.			COUNT DI LOCATO	200p-0p		Ja50	φ0,000.00	14141		
23 WISN 10/06/		2 News Sa 6p-	630-	6-630pm		.00			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$2,500.00
Week; 10/01/12	10/07/12	1-	1	\$500.00						
Week: 10/08/12	10/14/12	1-	1	\$500.00						
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12	1-	1	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
24 WISN 10/13/	12 11/03/1	2 Sa 458-6a	***	456-6AM		.20		NII 6		**
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	<del></del> 1-	1	\$200.00						
Week: 10/15/12	10/21/12	1-	1	\$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00						
25 WISN 10/06/		2 News Sa 6p-	-630n	6-630pm		:30		NIA	E	Ø9 E94 44
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MM	5	\$3,500.00
Week: 10/01/12	10/07/12	<del></del> 1-	1	\$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
								£ .		

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		
Advertiser	Or	iginal Date / Revision		

*** 0. 0	- · - · -					Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						-
26 WISN 10/06 Start Date	/12 11/03/1 End Date	12 Sat GMA <u>Week</u> days	Spots/Week	6-7a Rate		:30		NM	5	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	<u>1</u> -	1	\$600.00				- 1		
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20 Start Date	/12 11/03/1 End Date	12 SA 630-7p Weekdays	Spots/Week	630p-7p		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	<u>Spots/vveek</u> 1	<u>Rate</u> \$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00				l		
28 WISN 10/13	/12 10/27/1	2 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						1_,000.00
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$1,000.00						
Week: 10/13/12	10/21/12 10/28/12	1-	0 1	\$0.00 \$1,000.00						
29 WISN 10/06/	***************************************		College Footbal			-20			_	
Start Date	End Date	Weekdays	Spots/Week	7-1030p Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/14/12	1-	1	\$450.00 \$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00				i		
31 WISN 10/07/	/12 11/04/1	2 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ū	Ψ0,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$1,600.00						
Week: 10/13/12	10/21/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	12 11/04/1	2 Late News	SU 1030PM	1030p-11p		:30		NM	4	#2 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		19101	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/ Start Date			Spoto Malasti	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	11	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun 5	530pm	530-6p		:30		NM	5	\$2,500.00

Democratic Senatorial Ca

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	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertisor	Original Date / Revision
Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/04/12 / 10/04/12

						Spot	s/			
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Wee		Type S <sub>i</sub>	oots	Amount
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00				i		
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$400.00						
	11/04/12	1	T .	\$400.00						
36 WISN 10/21			C4-00/	Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$2,500.00						
37 WISN 10/07/			•						_	
Start Date	End Date	12 News Sun 7 Weekdays	Spots/Week	7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	Opols/VVeek	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00				İ		
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14	/12 11/04/1	12 This Week	With George Ste	ep930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					_	42,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09				Tue 7-8p		:30		NM	2	\$10,000.00
Start Date Week: 10/08/12	End Date	Weekdays -1	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	-T	1	\$5,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-1	0 1	\$0.00						
			<u> </u>	\$5,000.00				<u> </u>		
40 WISN 10/02/ Start Date			Constant Attack	Tue 8-9p		:30		NM	2	\$5,000.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$2,500.00						
	ite Range	Description	•	Start/End Time	Weekda	ys Length	Rate	Туре		
		/12 HappyEnd		Tue 8-9p	-Tu		\$2,500.00	NM		
See MG 4						.00	<b>\$2,000.00</b>	1 4141		
		/12 DWTS Res	sults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
See MG 46				•			. ,			
4 WISN 10		/12 DWT\$		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
		_								
Week: 10/08/12	10/14/12	-1	11	\$2,500.00						
41 WISN 10/02				Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						

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10/04/12 / 10/04/12



Contract / Revision Alt Order# 939457 06262067 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

						<u></u> .
			Spots/			
*Line Ch Start Date End Date Desc		Start/End Time	Days Length Week	Rate Type S	Spots	Amount
Start Date End Date Weekday		<u>Rate</u>		T T		· · · · · · · · · · · · · · · · · · ·
	<u>ription</u>	Start/End Time	<u>Weekdays</u> <u>Length</u>	Rate Type		
1 WISN 10/01/12-10/07/12 Priva	tePractice	Tue 9-10p	-Tu: :30 \$ <del>2,2</del>	00.00 NM		
See MG 41.4 4 WISN 10/01/12-10/07/12 Scan	امام	Th 0 . 40				
(f) MG for 41.1 10/02	aaı	Thu 9-10p	Th :30 \$2,2	MM 00.00		
Week: 10/08/12 10/14/12	. 0	\$0.00				
Week: 10/15/12 10/21/12 -1		\$2,200.00				
<del></del>	ription	Start/End Time	Weekdays Length	Rate Type		
2 WISN 10/15/12-10/21/12 Priva		Tue 9-10p		00.00 NM		
Credited			ψετε	7010		
Week: 10/22/12 10/28/12	. 0	\$0.00				
Week: 10/29/12 11/04/12 -1	. 1	\$2,200.00		İ		
42 WISN 10/16/12 10/30/12 Happy	End End	Tue 8-9p	:30	NM	2	\$6,000.00
Start Date End Date Weekday	<u>Spots/Week</u>	Rate	.55	1100	2	ΨΟ,ΟΟΟ.ΟΟ
Week: 10/15/12 10/21/12 -1	1	\$3,000.00				
Spot Ch Date Range Descri		Start/End Time	Weekdays Length	Rate Type		
1 WISN 10/15/12-10/21/12 Happ	yEnd	Tue 8-9p	-Tu :30 \$3,0	00.00 NM		
Credited Week: 10/22/12 10/28/12 -1				l		
Week: 10/29/12 11/04/12 -1	,	\$3,000.00		1		
	•	\$3,000.00				
43 WISN 10/27/12 10/27/12 Colleg Start Date End Date Weekday		• •	:30	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekday</u> Week: 10/22/12 10/28/121-		<u>Rate</u> \$7,000.00				
44 WISN 11/03/12 11/03/12 ABC F	•	-				
Start Date End Date Weekday		7-1030p Rate	:30	NM	2	\$2,600.00
Week: 10/29/12 11/04/122-		\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-	930A	9-930A	:30	NA	•	
Start Date End Date Weekday		Rate	.30	NM	2	\$450.00
Week: 10/22/12 10/28/122		\$225.00				
46 WISN 10/22/12 10/22/12 General	al Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date Weekday		Rate	.00	14161	ı	\$35U.UU
Week: 10/22/12 10/28/12 1		\$350.00				
47 WISN 11/06/12 11/06/12 Genera	al Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date Weekday		<u>Rate</u>				Ψ000.00
Week: 11/05/12 11/11/12 -1		\$350.00				
48 WISN 10/15/12 11/05/12 Late N		10-1030p	:30	NM	4	\$6,400.00
Start Date End Date Weekday		Rate		· ·	•	,
Week: 10/15/12 10/21/12 1	1	\$1,600.00				
Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	1	\$1,600.00				
Week: 11/05/12 11/04/12 1 Week: 11/05/12 11/11/12 1	1	\$1,600.00				
	I	\$1,600.00				
49 WISN 10/15/12 11/05/12 The Vi		10-11am	:30	NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/12 1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00		1		
Week: 10/22/12 10/28/12 1	1	\$500.00		l		
Week: 10/29/12 11/04/12 1	1	\$500.00				
Week: 11/05/12 11/11/12 1	1	\$500.00				
50 WISN 11/06/12 11/06/12 The Vio		10-11am	.20	.,,,	4	<b>A</b> =0
TO THOSE THOUSE THE VI	J11	in-maill	:30	NM	1	\$500.00

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Start Date End Date

Weekdays

Spots/Week

	Contract / Revision	Alt Order #
	939457 / 4	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

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*line Ch Ctort	D-4- E-4 E	Nata Danadati		0. 1/5 1.7	_	Spots/		_		
*Line Ch Start		•		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00						
51 WISN 10/15		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NIRA		
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	4	\$900.00
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00				•		
52 WISN 10/29		12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	Rate				İ		
				\$500.00						
54 WISN 10/29 Start Date	11/05/ End Date		C+++-08(1	4P-5P		:30		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 11/05/12	11/11/12	1	i	\$600.00				İ		
55 WISN 10/15		12 News M-F	5n	5-530pm		:30		A15.0		<b>0.4.000.00</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				į		
Week: 11/05/12	11/11/12	1	11	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						. ,
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$350.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00 \$350.00						
57 WISN 10/08 Start Date	/12 11/05/ End Date	12 News M-F <u>Weekdays</u>	,	6-630pm		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/	12 ` News M-F	6a	6-7A		:30		NM	4	\$4,000,00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					7	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00	*****					
59 WISN 11/06				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
60 WISN 10/22			ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	,555.50

<u>Rate</u>

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
<u>Advertiser</u>	<u>0</u>	riginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start	Date End C	esta Descriptio	n	Start/End Time	Dava	Spots/	Data Tim	. 0	
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length Week	Rate Type	Spots	Amount
Week: 10/22/12	10/28/12	1	1	\$850.00					
Week: 10/29/12	11/04/12	1	1	\$850.00					
Week: 11/05/12	11/11/12	1	1	\$850.00					
61 WISN 10/08				7-9a		:30	NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	<u>Rate</u>					
Week: 10/05/12	10/14/12	1	1	\$1,000.00 \$1,000.00					
Week: 10/22/12	10/28/12	1	1	\$1,000.00					
Week: 10/29/12	11/04/12	1	1	\$1,000.00					
Week: 11/05/12	11/11/12	1	1	\$1,000.00					
62 WISN 11/06/	/12 11/06/ <sup>-</sup>	12 Good Morni	ng America	7-9a		:30	NM	1 1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				·	Ψ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00					
63 WISN 10/15/				9-10am		:30	NM	4	\$1,800.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate					
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$450.00 \$450.00					
Week: 10/29/12	11/04/12	1	1	\$450.00					
Week: 11/05/12	11/11/12	1	1	\$450.00					
64 WISN 10/06/	12 10/06/	I2 PostBadger		PostBadger		:30	NM	1 1	<b>የተ ዕዕስ ዕዕ</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.50	INIV	<b>'</b>	\$1,000.00
Week: 10/01/12	10/07/12	S-	1	\$1,000.00					
65 WISN 10/06/		2 BIG 12 Bad	gerPost	630-7p, 6-630p		:30	NM	1 1	\$1,500.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate					, , , , , , , , , , , , , , , , , , , ,
			1	\$1,500.00					
66 WISN 10/04/ Start Date	12 10/04/1 End Date		Cnoto Minals	Thu 7-8p		:30	NM	1	\$3,000.00
Week: 10/01/12	10/07/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$3,000.00					
67 WISN 10/04/	12 10/05/1	2 News M-F 5	а	5-6A		:30	NM	1 .	P250 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30	IVIVI	1	\$350.00
Week: 10/01/12	10/07/12	TF	1	\$350.00					
68 WISN 10/06/		2 Sa 458-6a		456-6AM		:30	NM	1 1	\$250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					720.00
Week: 10/01/12	10/07/12	S-	1	\$250.00				1	
69 WISN 10/07/				458-6AM		:30	NM	1	\$200.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$200.00					
70 WISN 10/04/		-		M-F 2-3P		.20		-	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30	NM	2	\$800.00
Week: 10/01/12	10/07/12	TF <b></b>	2	\$400.00					
71 WISN 10/04/	12 10/05/1	2 Nightline		11p-1130p	***********	:30	NM	1 1	\$1,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			14144	l '	Ψ1,000.00
Week: 10/01/12	10/07/12	TF	1	\$1,500.00				J	
72 WISN 10/06/				INSIDE HUD 1035		:30	NM	1	\$250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week	Rate					
77GGR, 10/01/12	10107712	3-	I	\$250.00					
						Totals	;	357	\$321,300.00

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	Contract / Rev 939457	ision / 4	Alt Order # 06262067				
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533	_			
Advertiser Democratic Senatoria	Ca		iginal Date / Revision 10/04/12 / 10/04/12				

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature: Date:	
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## CONTRACT



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

•	Contract / Rev	/ision	T	Alt Order#	
	939457	/ 5		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			<u>Ori</u>	iginal Date	Revision /
Democratic Senatorial Ca	ampaign Com	mittee	1	0/05/12	/ 10/05/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldet	orandt	HRP -Washingto
	Special Hand	ling			
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	· Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

Snote/

	Spots/			
Start/End Time	Days Length Week	Rate Type S	pots	Amount
2-3pm/1-2p	:30	NM	10	\$3,500.00
· ·		ļ		
\$350.00		1		
• •				
\$350.00				
10-1030p	:30	MM	15	\$24,000.00
		i		
• •				
•				
•		i		
· ·		Į.		
\$1,600.00				
10-11am	:30	NM	14	\$7,000.00
•				
* *				
• • • • •				
\$500.00				
1030p-11p	:30	NM	5	\$4,750.00
		ŀ		
•				
*				
*				
\$950.00				
11p-1130p	:30	NM	8	\$6,000.00
\$750.00		1		
	2-3pm/1-2p    Week   Rate   \$350.00   \$350.00   \$350.00   \$350.00   \$350.00   \$350.00   \$350.00   \$350.00   \$350.00   \$1,600.0	Start/End Time   Days   Length   Week	Start/End Time   Days   Length   Week   Rate   Type   Start/End Time   Days   Length   Week   Rate   Type   Start/End Time   Days   Length   Week   Rate   Start/End Time   St	Start/End Time   Days   Length   Week   Rate   Type Spots

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Contract Agreement Between:



Contract / Revision Alt Order# 06262067 939457 / 5

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End Da	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00 \$750.00						
Week: 10/22/12	10/28/12	-TWTF	2 2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF				-20		NM	1.4	#2 4 EO OO
6 WISN 10/02/			N COOPER	M-F 11A-12P		:30		INIVI	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$225.00						
Week: 10/13/12	10/28/12	-TWTF	3	\$225.00				İ		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00				1		
7 WISN 10/09			N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				l l		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00					10	ee 000 00
9 WISN 10/02		•	Cmata 001aalt	3-4p <u>Rate</u>		:30		MM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	\$500.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	2/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02				5-530pm		:30		NM	14	\$14,000.00
Start Date		Weekdays	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/01/12	10/07/12	-TWTF -TWTF	3	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-1WTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
				5-6A		:30		NM	15	\$5,250.00
12 WISN 10/02		12 News M-F Weekdays	- 5a Spots/Week	S-6A <u>Rate</u>		.50		1 4141	'~	71,200.00
Start Date Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
· · <del>-</del>										

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Contract / Revision Alt Order# 939457 / 5 06262067

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

					_	Spots/	5.1.	T 0		A 4
*Line Ch Start I	Date End Da	ate Descriptio		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/	12 11/02/1	2 News M-F	6p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				l i		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00			<del> </del>		4.5	045 000 00
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/1	12 Entertainm	ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00	10411-		Data	Type		
	ite Range	Descriptio		Start/End Time	Weekda		<u>Rate</u> \$850.00	<u>Type</u> NM		
	/01/12-10/07	/12 Entertainn	nent Tonight	630p-7pm	-TuWTh	ıF :30	<del>\$650.00</del>	14141		
See MG 2		T1.CT.C	•	\$850.00						
Week: 10/08/12	10/14/12 10/21/12	-TWTF -TWTF	2 3	\$850.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
						:30		NM	21	\$21,000.00
16 WISN 10/02 Start Date	/12 11/02/ <sup>-</sup> End Date	Weekdays	ning America Spots/Week	7-9a Rate		.50		1 1 1 1		Ψ21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week; 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITH	I KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				- 1		
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	<u>1</u>	1	\$3,000.00		•20		NM	5	\$25,000.00
19 WISN 10/08			Spots/Week	Prime Other		:30		INIVI	S	923,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1 <b></b>	Spois/vveek 1	<u>Rate</u> \$5,000.00				1		
Week: 10/05/12	10/14/12	1	1	\$5,000.00						
1100K. 10/10/12		_	•					-		

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents Hearst television inc, does not discriminate in the sale of advertising filler, and will accept the advertising which is placed with a fill will accept the advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 06262067 939457 Product Estimate # Contract Dates 1533 DSCC-IE 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/12 1 1	\$5,000.00	Manufacture Longth Poto	Type	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays Length Rate</u> M :30 \$5,000.00	<u>Type</u> NM	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M=====================================	, 4,,,,	
See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: :30 \$5,000.00	NM	
(h) MG for 19.3 10/22	топ тор			
Week: 10/29/12 11/04/12 1 1	\$5,000.00		1	
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/12 1 1	\$4,000.00	18/Indexed Length Pafe	Type	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays Length Rate</u> M :30 \$4,000.00	NM.	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p		14111	
Credited Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00		NINA 4	¢6 500 00
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$ <del>6,500.00</del>	NM	
See MG 22.2				
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
→ MG for 22.1 10/13				#2 2 FO 00
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$500.00		1	
Week: 10/01/12 10/07/121- 1 Spot Ch <u>Date Range</u> <u>Description</u>	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	5a :30 \$500.00	NM	
See MG 23.6	•			
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
→ MG for 15.1,23.1	****			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$500.00 \$500.00			
100000	\$500.00			
1136K. 10,23.12	456-6AM	:30	NM 4	\$800.00
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	Rate	.00		*
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00

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Alt Order# Contract / Revision 06262067 939457

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 **Democratic Senatorial Ca** 

						Spots/				
*Line Ch Start [	Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$700.00 \$700.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1- 1-	1	\$700.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1- 1-	ι 1	\$700.00						
				6-7a		:30		NM	5	\$3,000.00
26 WISN 10/06/ Start Date	12 11/03/1 End Date	2 Sat GMA Weekdays	Spots/Week	Rate		.50		14141	3	\$5,000.00
Week: 10/01/12	10/07/12	1-	<u> </u>	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00				1		
27 WISN 10/20/	12 11/03/1	2 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1		
Week: 10/15/12	10/21/12	1-	1	\$500.00				i		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	11	\$500.00						
28 WISN 10/13/	12 10/27/1	2 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/			College Footbal	<u>.</u> .		:30		NM	3	\$3,000.00
Start Date	End Date 10/07/12	<u>Weekdays</u> 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/01/12 Week: 10/08/12	10/07/12		Ö	\$0.00						
Week: 10/15/12	10/14/12	2-	2	\$1,000.00						
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00				Ψ1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00				1		
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00				Į.		
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$950.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$950.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14			*	458-6AM		:30		NM	4	\$800.00
	End Date	Weekdays	Spots/Week	Rate		.50		14141	7	Ψουσ.υσ
<u>Dian Date</u>	-114 -414	21000070	- P-2-13-1-1-2-1X							

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Contract / Revision Alt Order # 939457 06262067

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots	I			
*Line Ch Start [	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	: Rate	Type S <sub>l</sub>	oots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$200,00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	<u>1</u>	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00					_	
34 WISN 10/07/			•	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$500.00						
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12 10/21/12	1	1	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	11/04/12	1	1	\$500.00						
***************************************				6-7a		:30		NM	5	\$2,000.00
35 WISN 10/07/		12 Sun GMA Weekdays	Spots/Week	Rate		.30		INIV	J	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				1		
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00				H		
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/	12 10/21/	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,,-,
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07/	12 11/04/	12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00				ļ		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/		12 This Week	With George Ste			:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12		0	\$0.00 \$0.00				l		
Week: 10/22/12	10/28/12	1	0	\$1,000.00						
Week: 10/29/12	11/04/12		- I	· · · · · · · · · · · · · · · · · · ·				N/A Z	2	640 500 00
N 39 WISN 10/09/				Tue 7-8p		:30		NM	3	\$12,500.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$5,000.00						
	ite Range	Description	*	Start/End Time	Weekda	ays Length	Rate	Туре		
1 WISN 10			-	Tue 7-8p	-Tu		\$ <del>5,000.00</del>	NM		
See MG 3		,,,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	uno	140 1 00			••,•=====			
3 WISN 10	•	/12 DWTS Re	sults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
MG for 40.				•				1		
4 WISN 10	-	/12 DWTS- Ju	idges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	MM		
MG for 40.	2,39.1									
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02	/12 10/09/	12 HappyEnd	7	Tue 8-9p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-1	1	\$2,500.00				1		

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 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/05/12 / 10/05/12

*Line Ch Start Date End Date Description	Start/End Time	Spot Days Length Wee		Type Sp	ots	Amount
Start Date End Date Weekdays Spots/Week	Rate			_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd See MG 40.3	Tue 8-9p	-Tu: :30	\$ <del>2,500.00</del>	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu: :30	\$2,500.00	NM		
⊕ See MG 40.4     4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
(f) MG for 40.3 10/02	100 1 Op	100	<b>4</b> -,445.55			
Week: 10/08/12 10/14/12 -1 1	\$2,500.00		_	_ 1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30	\$2,500.00	NM		
See MG 39.3,39.4				1114	_	• • • • • • • • • • • • • • • • • • • •
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30		NM	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice	Тие 9-10р	-Tu:30	<del>\$2,200.00</del>	NM		
See MG 41.4				2144		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
MG for 41.1 10/02  Week: 10/08/12 10/14/12 0	\$0.00					
Week: 10/06/12 10/14/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu: :30	\$ <del>2,200.00</del>	NM		
Credited	•					
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12 -1 1	\$3,000.00 Start/End Time	Weekdays Length	Rate	Туре		
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu: :30	\$3.000.00	NM		
Credited	140 0 0p	.55	00,000.00	,		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00					
Week: 10/29/12 11/04/12 -1 1	\$3,000.00					
43 WISN 10/27/12 10/27/12 College Football Game #2	230р-6р	:30		NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/22/12 10/28/121- 1	\$7,000.00					
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30		NM	2	\$2,600.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/29/12         11/04/12        2-         2	<u>Rate</u> \$1,300.00					
	9-930A	:30		NM	2	\$450.00
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A Rate	.50		14141	2	Ψ450.00
Week: 10/22/12 10/28/12 2 2	\$225.00					
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate			1		
Week: 10/22/12 10/28/12 1 1	\$350.00	^^		3.18.4	4	Ø050.00
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			1		

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Contract / Revision Alt Order# 939457 06262067

Estimate # Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

*Lina Ch Start	Data End D	ate Description	an.	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
			Spots/Week	Rate	Days	Longar Trook	riato	.,,,,,	p 0.0	,
Start Date	End Date	Weekdays	2,	10-1030p		:30		NM	4	\$6,400.00
48 WISN 10/15 Start Date	712 11/05/1 End Date	12 Late News Weekdays	Spots/Week	Rate		.50		14141	7	ψ0,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00				•		
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15	/12 11/05/	12 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06				10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	11	\$500.00						****
51 WISN 10/15			N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u> \$225.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
		12 3-4p	•	3-4p		:30		NM	2	\$1,000.00
52 WISN 10/29 Start Date	End Date	Weekdays	Spots/Week	Rate		.50		,,,,,,	-	Ψ1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				ŀ		
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	5/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				l		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	T	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	•	\$1,000.00						04 400 00
56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$350.00				ļ		
Week: 10/15/12	10/21/12	1	1	\$350.00				l		
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08			· 6n	6-630pm		:30		NM	5	\$6,000.00
57 WISN 10/08 Start Date		Weekdays	Spots/Week	Rate		.00		, 4141	J	<b>4</b> 5,500.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00				ļ		
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
								_		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order # Contract / Revision 06262067 939457

Estimate # Contract Dates Product 1533 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Type S	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1           Week: 10/29/12         11/04/12         1         1           Week: 11/05/12         11/11/12         1         1	Rate \$1,200.00 \$1,200.00 \$1,200.00			1	
58 WISN 10/15/12 11/05/12 News M-F 6a  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	6-7A <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	:30	NM	4	\$4,000.00
59 WISN 11/06/12 11/06/12 News M-F 6a  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 -1 1	6-7A <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
60 WISN 10/22/12 11/05/12 Entertainment Tonight  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	630p-7pm <u>Rate</u> \$850.00 \$850.00 \$850.00	:30	NM	3	\$2,550.00
61 WISN 10/08/12 11/05/12 Good Morning America  Start Date End Date Weekdays Spots/Week  Week: 10/18/12 10/14/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	7-9a Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	:30	NM	5	\$5,000.00
62 WISN 11/06/12 11/06/12 Good Morning America  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 -1 1	7-9a <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00	:30	NM	4	\$1,800.00
64 WISN 10/06/12 10/06/12 PostBadger  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12S- 1	PostBadger <u>Rate</u> \$1,000.00	:30	ММ	1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost  Start Date	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	ИМ	1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00

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Alt Order #



	939457 / 5	06262067	
Contract Dates	Product	Estimate #	Ī
10/02/12 - 11/06/12	DSCC-IE	1533	

Contract / Pavision

Original Date / Revision Advertiser 10/05/12 / 10/05/12 **Democratic Senatorial Ca** 

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		,	spois/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length	Week Rate	Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30		NM	1	\$200.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12 10/07/12S 1	\$200.00					
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30		NM	2	\$800.00
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate			1		
Week: 10/01/12 10/07/12TF 2	\$400.00					
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30		NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/01/12	\$1,500.00					
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	ij :30		NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/01/12 10/07/12S- 1	\$250.00					
			Totals		356	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	255	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	356	\$321,300.00	\$273,105.00

Signature:	Date:

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## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Revision	Alt Order #
	939457 / 6	06262067
Product		
DSCC-IE		
Contract Dates	Estimate #	
10/02/12 - 11/06/12	1533	
<u>Advertiser</u>	<del></del>	Original Date / Revision
Democratic Senatorial	Campaign Committee	10/09/12 / 10/09/12
	Dilling Cuels Dilling	<u>`</u>

EOM/EOC	Broadcast	Cash/Trade Cash
Station WISN	Account Executive Will Hildebrandt	Sales Office HRP -Washingt
Special Hand		
Demographic		
Adults 35+		
1004		
IDB#	Advertiser Code	Product Code
8091	49	53
Agency Ref	Advertis	er Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p Start Date NM \$3,500.00 End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 Start Date End Date <u>Weekdays</u> \$20,800.00 Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays <u>Length</u> Rate 3 WISN 10/08/12-10/14/12 Type Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NИ See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 Start Date \$7,000.00 End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 Start Date End Date \$4,750.00 <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00

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10/09/12

/ 10/09/12



Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start	t Date End I	Date Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	T	0	
Start Date Week: 10/29/12		Weekdays	Spots/Week	Rate	Juju	Length Week	Nate	Type	Spots	Amount
5 WISN 10/02	11/04/12 2/12 11/02	-TWTF	1	\$950.00	····					
Start Date		/12 Nightline <u>Weekdays</u>	Spots/Week	11p-1130p		:30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	<u>Rate</u> \$750.00				l		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	2/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$225.00						
	11/04/12	-TWTF	4	\$225.00				1		
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u>	Spots/Week	Rate					O	Ψ2,400.00
Week: 10/15/12	10/14/12	-TWTF -TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$300.00						
8 WISN 10/02				\$300.00						
Start Date	End Date	12 KATIE COI <u>Weekdays</u>	URIC <u>S</u> pots/Week	M-F 2-3P		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	<u>30013/Veek</u> 2	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400,00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/	12 11/02/1	2 3-4p		3-4p		.00				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u>				1 410)	10	30,000,00
Week: 10/08/12	10/14/12	-TWTF -TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				ı		
Week: 10/22/12	10/28/12	-TWTF	2 2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00 \$600.00						
11 WISN 10/02/		···								
Start Date	End Date	2 News M-F 5 <u>Weekdays</u>	•	5-530pm		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						·
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				ĺ		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
				· • · · · · · · · · · · · · · · · · · ·						

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Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12

10/02/12 - 11/00/12	DSCC-IE	1533		
Advertiser		Original Date /	Revision	
Democratic Senatorial	Ca	10/09/12 /	10/09/12	

	Date End D	Date Descript	ion	Start/End Time	Days	Spot Length Wee		Type	Snote	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 3	Rate	· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·		.,,,,	opoto	Amount
12 WISN 10/02/				\$1,000.00						
Start Date	End Date	Weekdays	Spots/Week	5-6A <u>Ra</u> te		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00				İ		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/			6р	6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1 1 1 1	17	\$10,000,00
Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$1,200.00						
Week: 10/06/12 Week: 10/15/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/12/12	10/21/12	-TWTF -TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3 3	\$1,200.00						
14 WISN 10/02/				\$1,200.00						
Start Date	End Date	12 News M-F Weekdays		6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						,
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/1	2 11/02/1	2 Entertainm	ent Tonight	630p-7pm						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	11	\$9,350.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
	<u>e Range</u>	<u>Descriptio</u>		Start/End Time	Weekday	<u>s Length</u>	Rate	Туре		
1 WISN 10/0		'12 Entertainn	nent Tonight	630p-7pm	-TuWThF		\$850.00	NM		
See MG 23.	-						7	, , , , ,		
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$850.00						
		-TWTF	3	\$850.00						
16 WISN 10/02/1 Start Date			ing America	7-9a		:30		NM	21	\$21,000.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 3	Rate						<del>+= 1,000.00</del>
	10/14/12	-TWTF	4	\$1,000.00						
	10/21/12	-TWTF	4	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/1	2 11/02/12	2 LIVE WITH	KELLVI							
	End Date	<u>Weekdays</u>	Spots/Week	9-10am Rate		:30		NM	14	\$6,300.00
	10/07/12	-TWTF	2	\$450.00						
	10/14/12	-TWTF	2	\$450.00				1		
	10/21/12	-TWTF	3	\$450.00				ľ		
	10/28/12	-TWTF	3	\$450.00						
	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/12		2 2020		Fri 9-10p		:30		NM	4	£2.000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>.</u> <u>Rate</u>				14141	1	\$3,000.00

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Original Date / Revision

10/09/12 / 10/09/12



Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u>

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Stort/F 4 Ti		ots/			
Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length We	ek Rate	Type Sp	ots	Amount
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$3,000.00					
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30		N 19 4	_	
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50		NM	5	\$25,000.00
Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1	\$5,000.00					
1MIn 40/00/40	\$5,000.00			i		
veek: 10/22/12 10/28/12 1 1 <u>Spot Ch</u> <u>Date Range</u> Description	\$5,000.00	***				
3 WISN 10/22/12-10/28/12 Dancing	Start/End Time Prime Other	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 19.6	riiile Other	M:30	<del>\$5,000.00</del>	NM		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30	\$5,000.00	, , , , [		
⊕ MG for 19.3 10/22		,, .50	Ψ5,000.00	NM		
Week: 10/29/12 11/04/12 1 1	\$5,000.00					
Week: 11/05/12 11/11/12 1 1	\$5,000.00					
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		NM	1	24 000 00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	Rate			1 4 4 1	,	\$4,000.00
Spot Ch Date Range Description	\$4,000.00					
1 WISN 10/22/12-10/28/12 Castle	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
Credited	Mon 9-10p	M:30	\$4,000.00	NM		
Week: 10/29/12 11/04/12 1 1	\$4,000.00					
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30		NM	-	
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00		INIVI	5	\$3,000.00
Week: 10/01/12	\$600.00					
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
	\$600.00					
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30		NM	1	\$6,500.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			i		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Dete	<u> </u>		
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30	<u>Rate</u> \$6,500.00	<u>Type</u> NM		
See MG 22.2	• 1	Ju ,00	<del>\$\$\pi_1 \text{\$\pi_2 \te</del>	IVIVI		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	<b>-</b> \$a :30	\$6,500.00	NM		
(b) MG for 22.1 10/13			, , , , , , , , , , , , , , , , , , , ,			
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	8	\$8,250.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1	Rate			""	J	ΨU,&JU.UU
Spot Ch Date Range Description	\$500.00	1011 t				
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length	Rate	<u>Type</u>		
See MG 23.6	0=030pm	Sa :30	\$500.00	NM		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30	\$1,350.00	NIM		
₩ MG for 15.1,23.1	In In	,30	ψ1 <sub>1</sub> 330.00	NM		
Week: 10/08/12 10/14/121- 1	\$500.00					
				1		

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	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser		Original Date / Revision

	Democr	ratic Senatorial Ca	3	10/09/12		
*Line Ol OL LD L T LD		5	Spots/			
01. 10 /		ays Length V	Veek Rate	Type Spo	ots	Amount
Snot Ch Date Dance	<u>Rate</u> art/End Time Wi	eekdays Leng	ut. == .	_		
2 14/15/1 10/09/40 10/4 1/40				<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	юорт	3a ,3	30 \$500.00	NM		
7 WISN 10/10/12-10/12/12 Late News 1030PM 103	30p-1 <b>1</b> p	WThF :3	30 \$1,500.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2			4.1000.00	'\"'		
8 WISN 10/10/12-10/12/12 Late News 1030PM 103  103  103	30p-11p	WThF :3	\$1,500.00	NM		
0 140031 4004040 404404	NO 44					
® MG for 25.2,2.4,27.1,27.2,2.3,23.2	30p-11p	WThF :3	0 \$1,500.00	NM		
10 MICH 404040 40444	Su 6-1030PM		0 000000			
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	54 0-10001 W	:3 :3	0 \$900.00	NM		
Week: 10/15/12 10/21/121- 1	\$500.00					
	\$500.00					
	\$500.00					
24 WISN 10/13/12 11/03/12 Sa 458-6a 456-	6AM	:30		NM	4	0000
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121	<u>Rate</u>	.00		INIV	4	\$800.00
Work: 10/15/12 10/04/10	\$200.00					
Week: 10/22/12 10/22/12	\$200.00					
Meek: 10/20/12 14/04/12 2	3200.00					
N OF WIGHT ADDRESS.	200.00					
0.00		:30		NM	4	\$2,800.00
Meek: 10/01/12 10/07/12	<u>Rate</u> 3700.00					. ,,===
10/00k: 10/00/10 10/11/10	3700.00 3700.00			ļ		
Snot Ch Data Danna D		eekdays Lengtl	<b>.</b> 5			
2 WISN 10/08/12-10/14/12 News Sa 6p-630p 6-63		<u>ekdays Lengtl</u> Sa :3:		<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	<b>,</b>	.50	υ <del>φευυ.υυ</del>	NM		
	700.00					
	700.00					
	700.00					
26 WISN 10/06/12 11/03/12 Sat GMA 6-7a		:30		NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 \$	Rate				3	\$3,000.00
Mook: 10/09/12 10/14/10	600.00					
Minds 4014549	600.00					
Week: 10/22/12 10/20/12 1	600.00 600.00					
Week: 10/20/12 11/04/10 1	600.00					
N 27 MICH 10/20/42 44/20/49 04 200 5						
Start Date End Date Weekdays Spots/Week	-7p Rate	:30		NM	0	\$0.00
Week: 10/15/12 10/21/121- 1 \$	500.00					
Spot Ch Date Range Description Start		ekdays Length	<u>Rate</u>	Tuna		
1 WISN 10/15/12-10/21/12 SA 630-7p 630r		Sa :30		<u>Type</u> NM		
See MG 23.7,23.8,23.9,23.10		.00	\$50.00	1 0141		
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121- 1 sg	\$0.00			j		
Snot Ch Date Banks	500.00					
O MICH 40 PO MO ALLE MAN		ekdays <u>Length</u>	. <u>Rate</u>	<u>Type</u>		
2 WISIN 10/29/12-11/04/12 SA 630-7p 630p See MG 23.7,23.8,23.9,23.10	9-7ρ	5a :30	\$ <del>500.00</del>	NM		
28 WISN 10/12/10 10/17/10 0 1000 T						
26 WISN 10/13/12 10/27/12 Sat 630-7p 630-7	p	:30		NM	2	\$2,000.00

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( LINE TRANSACTIONS: IN = INEW, C = COREG, D = DETERED;

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10/09/12

/ 10/09/12



	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	0	riginal Date / Revision

Democratic Senatorial Ca

				L						VI VOI 12
*Line Ch Start	: Date End F	Date Description	on	Start/End Time	D	Spots/				
Start Date		Weekdays	Spots/Week		Days	Length Week	Rate	Type S	Spots	Amount
Week: 10/08/12	10/14/12	1-	<u> </u>	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12	<b></b>	0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06		12 ABC Prime	College Footba	7-1030p		:30		NIA	_	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		MM	3	\$3,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	1-	1	\$1,000.00						
Week: 10/06/12 Week: 10/15/12	10/14/12 10/21/12		0	\$0.00						
		2-	2	\$1,000.00				1		
30 WISN 10/13 <u>Start D</u> ate	/12 11/03/ End Date			7-9am _		:30		NM.	4	\$1,800.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate					-	¥ 1,000.00
Week: 10/15/12	10/21/12	1-	1	\$450.00 \$450.00				l		
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00				- 1		
31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,600.00						
*		1	1	\$1,600.00						
32 WISN 10/14/ Start Date	/12 11/04/1 <u>End Date</u>			1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	Rate					•	44,000.00
Week: 10/15/12	10/21/12	1	1	\$950.00 \$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/	12 11/04/1	2 Su 458-6a		458-6AM		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$200.00				1		
Week: 10/29/12	10/28/12 11/04/12	1	1	\$200.00						
· · · · · · · · · · · · · · · · · · ·		1	1	\$200.00						
34 WISN 10/07/ <u>Start Date</u>	12 11/04/1. <u>End Date</u>		•	530-6p		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	Weekdays	Spots/Week 1	Rate \$500.00					-	1-,000.00
Week: 10/08/12	10/14/12	1	1	\$500.00 \$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/1	12 11/04/1:	2 Sun GMA		6-7a		:30		516.0	_	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				ı		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1 1	1	\$400.00						
36 WISN 10/21/1			I	\$400.00						
OO WIGH [U/Z]/]	2 10/21/12	? Once		Sun 7-8p		:30		NM	1	\$2,500.00
								-		

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**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

	De	emocratic Senatorial Ca	10/09/12 / *	
	<u></u>		<u> </u>	
*Line Ch Start Date End Date Description	Start/End Time	Spots/ e Days Length Week Rate	Type Spots	Amount
Week: 10/15/12 End Date Weekdays Spots/Week	<u>Rate</u>		1,75005010	Arribunt
	\$2,500.00			
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM 5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121	Rate		, °	Ψ2,000.00
Week: 10/08/12 10/07/121 1 Week: 10/08/12 10/14/121 1	\$400.00			
Week: 10/15/12 10/21/121	\$400.00			
Week: 10/22/12 10/28/121	\$400.00 \$400.00		i	
Week: 10/29/12 11/04/121	\$400.00			
38 WISN 10/14/12 11/04/12 This Week With George Ste				
Start Date End Date Weekdays Spots/Week		:30	NM 2	\$2,000.00
Week: 10/08/12 10/14/121 1	<u>Rate</u> \$1,000.00			
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121 1	\$1,000.00			
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu :30 \$5,000.00	NM	
See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results	_	·		
⊕ MG for 40.2,39.1	Tue 8-9p	-Tu :30 \$5,000.00	NM	
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tuo 7 0-			
MG for 40.2,39.1	Tue 7-8p	-Tu :30 \$2,500.00	NM	
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 -1 1	\$5,000.00			
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	00		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30 \$2,500.00	NM NM	
See MG 40.3		,	, , , , ,	
3 WISN 10/01/12-10/07/12 DWTS Results → See MG 40.4	Tue 8-9p	-Tu :30 \$2,500.00	NM	
4 WISN 10/01/12-10/07/12 DWTS	<b>-</b>			
⊕ MG for 40.3 10/02	Tue 7-8p	-Tu :30 \$2,500.00	NM	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	_	
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p		<u>Type</u>	
See MG 39.3,39.4		-1u <del></del>	NM	
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	-20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200,00	NM	
See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal		,		
MG for 41.1 10/02	Thu 9-10p	Th :30 \$2,200.00	NM	
Micola 10/09/19	<b>#0.44</b>			
Week. 10/08/12 10/14/12 0	\$0.00		Ī	

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Contract / Revision Alt Order# 939457 7 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate		
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate	Type Spots	Amount
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Credited Private Private Practice	Tue 9-10p	-Tu :30 \$ <del>2,200.00</del>	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		
Week: 10/15/12	Rate	.00	NM 2	\$6,000.00
Cont. Oh.	\$3,000.00			
Spot Cn Date Range Description  1 WISN 10/15/12-10/21/12 HappyEnd	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Credited	Tue 8-9p	-Tu :30 \$3 <del>,000.0</del> 0	NM	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	£7.000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1	<u>Rate</u>	,,,,	MINI	\$7,000.00
	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week		:30	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	<u>Rate</u> \$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 2	\$450.00
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Snots/Meek	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	<u>Rate</u> \$350.00			4000.00
47 WISN 11/06/12 11/06/12 General Hospital				
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	\$6 400 00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12         1         1	Rate		7117	\$6,400.00
Week: 10/15/12 10/28/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00 \$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NINA .	A
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	NM 4	\$2,000.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$500.00		i	
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1	\$500.00 \$500.00			
50 WISN 11/06/12 11/06/12 The View	10-11am			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 1	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 4	9000 00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         1         1	Rate			\$900.00
Week: 10/22/12 10/28/12 1 1	\$225.00 \$225.00		ŀ	
-	9220.UU		ı	

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10/09/12 / 10/09/12



	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start	: Date End I	Date Descript	ion	Start/End Time	D	Spots/				
Start Date		Weekdays	Spots/Week	Rate	Days	Length Week	Rate	Туре	Spots	Amount
Week: 10/29/12	11/04/12	1	1	\$225.00				ı		
Week: 11/05/12	11/11/12	1	11	\$225.00						
52 WISN 10/29			_	3-4p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	Rate					-	Ψ1,000.00
Week: 11/05/12	11/11/12	1	1	\$500.00 \$500.00						
53 WISN 11/06	5/12 11/06/	12 3-4p		3-4p						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	¢1 200 00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week	Rate					2	\$1,200.00
Week: 11/05/12	11/11/12	1	1	\$600.00 \$600.00						
55 WISN 10/15		12 News M-F	: Sn							
Start Date	End Date	Weekdays	Spots/Week	5-530pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				- 1		
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$1,000.00				İ		
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00				]		
56 WISN 10/15	FC MICAL 404540									
Start Date	End Date	12 News M-F <u>Weekdays</u>	5a Spots/Week	5-6A		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	<u> </u>	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/ Start Date	/12 11/05/1 End Date		•	6-630pm		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,200.00						44,000.00
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	11	\$1,200.00						
58 WISN 10/15/				6-7A		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>						Ψ+,000.00
Week: 10/22/12	10/28/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/		2 News M-F	6a	6-7A		:30		NM	4	£4.000.00
<u>Start Date</u> Week: 11/05/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		INIVE	1	\$1,000.00
60 WISN 10/22/	11/11/12		1	\$1,000.00						
Start Date	12 11/05/1 End Date	2 Entertainm <u>Weekdays</u>	ent Tonight <u>Spots/Week</u>	630p-7pm		:30		NM	3	\$2,550.00
Week: 10/22/12	10/28/12	1	<u>орогуучеек</u> 1	<u>Rate</u> \$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/1	12 11/05/1:			7-9a		:30		NM	5	\$5,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					5	\$5,000.00
								-		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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10/09/12

/ 10/09/12

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Davs	Spots/ Length Week	Data T		
Start Date End Date Weekdays Spots/Week	Rate	Days	Length Week	Rate Typ	Spots	Amount
Week: 10/08/12 10/14/12 1 1	\$1,000.00					
Week: 10/15/12 10/21/12 1 1	\$1,000.00					
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,000.00				1	
Marks 44/05/40	\$1,000.00					
	\$1,000.00					
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a		:30	NM	1 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	Rate				'	Ψ1,000.00
	\$1,000.00					
Other Property of the Control of the	9-10am		:30	NM	1 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate					1 1 1 0 0 0 1 0 0
Week: 10/22/12 10/28/12 1	\$450.00 \$450.00					
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00					
Week: 11/05/12 11/11/12 1	\$450.00					
64 WISN 10/06/12 10/06/12 PostBadger					1	
Start Date End Date Weekdays Spots/Week	PostBadger Rate		:30	NM	1	\$1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00					
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p		.00		4	
Start Date End Date Weekdays Snots/Meek	Rate		:30	NM	1	\$1,500.00
Week: 10/01/12 10/07/12S- 1	\$1,500.00					
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p		:30			
Start Date End Date Weekdays Spots/Week	Rate		.30	NM	1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00					
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A		:30	NM	1 .	00
Start Date End Date Weekdays Spots/Week	Rate		.00	IVIVI	1	\$350.00
Week: 10/01/12 10/07/12TF 1	\$350.00					
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM		:30	NM	1	\$250.00
Start Date	<u>Rate</u>			14101		\$250.00
	\$250.00					
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM		:30	NM	1	\$200.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        S         1	Rate				'	Ψ200.00
	\$200.00					
01 15 1	M-F 2-3P		:30	NM	2	\$800.00
Week: 10/01/12	Rate				_	4400.00
	\$400.00					
	11p-1130p		:30	NM	1	\$1,500.00
Week: 10/01/12	<u>Rate</u> \$1,500.00					
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE						
Start Date End Date Weekdays Spots/Week	INSIDE HUD 1035		:30	NM	1	\$250.00
Week: 10/01/12 10/07/125- 1	<u>Rate</u> \$250.00					
	7200.00					
			Totals		354	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	254	\$232,100.00	\$197,285,00		
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00		
Totals	354	\$321,300,00	\$273 105 00		

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatorial Ca		Original Date / Revision 10/09/12 / 10/09/12

Signature:	Date:	
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# CONTRACT



And:

**Great American Media** 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/ision</u>	-	Alt Order#	
	939457	1 7		06262067	
<u>Product</u>					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			<u>Ori</u>	ginal Date /	Revision
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/10/12	/ 10/10/12
	Billing Cycle	Billing (	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt E	<u>xecutive</u>	Sales Office
	WISN	Will Hil	ldeb	orandt	HRP -Washingto
	Special Handl	ing			
	Demographic				
	Adults 35+				
	IDB#	Adverti	iser	Code	Product Code
	8091	49			53
	Agency Ref	1		Advertiser	Ref

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date	<u>Veek</u> <u>Rate</u>				
Week: 10/01/12	\$350.00				
Week: 10/08/12 10/14/12 -TWTF 2	\$350.00				
Week: 10/15/12 10/21/12 -TWTF 2	\$350.00		Į.		
Week: 10/22/12 10/28/12 -TWTF 2	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/M	<u>Veek</u> <u>Rate</u>				·
Week: 10/01/12	\$1,600.00				
Week: 10/08/12 10/14/12 -TWTF 2	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10			l l		
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10			1		
Week: 10/15/12 10/21/12 -TWTF 4	\$1,600.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	12	\$6,000.00
Start Date End Date Weekdays Spots/M			l		, , , , , , , , , , , , , , , , , , ,
Week: 10/01/12	\$500.00		1		
Week: 10/08/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$500.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00

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Contract / Revision Alt Order# 939457 06262067 / 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	1	\$950.00						
	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02		•		11p-1130p		:30		NM	8	\$6,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 1	<u>Rate</u> \$750.00				j		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30	,, , , , , , , , , , , , , , , , , , ,	NM	14	¢2 450 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/ <sup>-</sup>	12 THE CHEV	V	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$300.00						
	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$400.00 \$400.00						
Week: 10/05/12	10/21/12	-TWTF	2	\$400.00				- 1		
Week: 10/13/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
		****	E							
9 WISN 10/02 Start Date	/12 11/02/ <sup>-</sup> End Date	•	Constantional	3-4p		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> −TwTF <b></b>	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				1		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00				- 1		
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	96 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				į		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02	/12 11/02/	2 News M-F	5p	5-530pm		:30		NM	15	\$16,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		7-3		, 4141		\$10,200.00
			_	<del></del>				•		

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	Contract / Revision	Alt Order #	
	939457 / 7	06262067	
Contract Dates	Product	Estimate #	1
10/02/12 - 11/06/12	DSCC-IE	1533	
			-

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	te TypeSpots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2	<u>Rate</u> \$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	ite <u>Type</u>	
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.		
See MG 11.15,11.16,11.17	0-030pm	.30 47,000	, , , , , ,	
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-тиwтhғ :30 \$ <del>1,000.</del>	<del>00</del> NM	
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30 \$3,000.	00 NM	
<ul><li>MG for 13.5,11.3,11.4,3.4,3.3</li><li>16 WISN 10/13/12-10/13/12 College Football Game #1</li></ul>	11a-230	sa :30 \$700.	DO NM	
MG for 13.5,11.3,11.4,3.4,3.3				
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.	00 NM	
MG for 13.5,11.3,11.4,3.4,3.3				
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12 10/28/12 -TwTF 3	\$1,000.00			
Week: 10/29/12 11/04/12 -TwTF 3	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM 15	\$5,250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12 10/07/12 -TwTF 2	\$350.00			
Week: 10/08/12 10/14/12 -TwTF 3	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12 10/28/12 -TwTF 3	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00			
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	~ ~		
· · · · · · · · · · · · · · · · · · ·	0-030pm	:30	NM 13	\$15,600.00
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 13	\$15,600.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-TWTF2	Rate \$1,200.00	:30	NM 13	\$15,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2           Week: 10/08/12         10/14/12         -TwTF         3	<u>Rate</u> \$1,200.00 \$1,200.00			\$15,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2           Week: 10/08/12         10/14/12         -TwTF         3           Spot Ch         Date Range         Description	Rate \$1,200.00 \$1,200.00 Start/End Time	<u>Weekdays</u> <u>Length</u> <u>R</u> :	ate Type	\$15,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2           Week: 10/08/12         10/14/12         -TwTF         3           Spot Ch         Date Range         Description           5 WISN         10/08/12-10/14/12         News M-F 6p	<u>Rate</u> \$1,200.00 \$1,200.00		ate <u>Type</u>	\$15,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2           Week: 10/08/12         10/14/12         -TwTF         3           Spot Ch         Date Range         Description           5 WISN         10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm	<u>Weekdays</u> <u>Length</u> <u>R</u> :	ate Type	\$15,600.00
Start Date   End Date   Weekdays   Spots/Week	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00	<u>Weekdays</u> <u>Length</u> <u>R</u> :	ate Type	\$15,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2           Week: 10/08/12         10/14/12         -TwTF         3           Spot Ch         Date Range         Description           5 WISN         10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Week: 10/15/12         10/21/12         -TwTF         3           Week: 10/12/12         10/28/12         -TwTF         3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length</u> <u>R</u> :	ate Type	\$15,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN 10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Neek: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.	ate <u>Type</u> 00 NM	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN 10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Week: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3           14 WISN 10/02/12         11/02/12         News M-F 6a	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length</u> <u>R</u> :	ate Type	\$15,600.00 \$15,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN 10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Week: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3           14 WISN 10/02/12         11/02/12         News M-F 6a           Start Date         End Date         Weekdays         Spots/Week	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.	ate <u>Type</u> 00 NM	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN 10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Neek: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3           14 WISN 10/02/12         11/04/12         News M-F 6a           Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 6-7A <u>Rate</u> \$1,000.00	<u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.	ate <u>Type</u> 00 NM	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN 10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Neek: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3           14 WISN 10/02/12         11/04/12         News M-F 6a         Start Date         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.	ate <u>Type</u> 00 NM	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch Date Range         Description         5           See MG 11.15,11.16,11.17         News M-F 6p           See MG 11.15,11.16,11.17         3           Week: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3           14 WISN 10/02/12         11/02/12         News M-F 6a         Spots/Week           Week: 10/01/12         End Date         Weekdays         Spots/Week           Week: 10/03/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Week: 10/15/12         10/21/12         -TWTF         3	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.	ate <u>Type</u> 00 NM	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN 10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Neek: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3         Neek: 10/29/12         11/04/12         -TWTF         3           14 WISN 10/02/12         11/04/12         -TWTF         3         News M-F 6a         Start Date         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2         News M-F 6a </td <td>Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00</td> <td><u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.</td> <td>ate <u>Type</u> 00 NM</td> <td></td>	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.	ate <u>Type</u> 00 NM	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN         10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Neek: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3           14 WISN 10/02/12         11/04/12         -TWTF         3           Week: 10/29/12         10/07/12         News M-F 6a         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Week: 10/15/12         10/21/12         -TWTF         3           Week: 10/15/12         10/28/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length R: -TuWThF :30 \$1,200	ete Type 00 NM	\$15,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN         10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Neek: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3           Week: 10/29/12         11/02/12         News M-F 6a           Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Week: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/15/12         10/21/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF         3           Week: 10/29/12         11/04/12         -TWTF <td< td=""><td>Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00</td><td><u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.</td><td>ate <u>Type</u> 00 NM</td><td></td></td<>	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length</u> <u>R</u> -TuwThF :30 \$1,200.	ate <u>Type</u> 00 NM	
Start Date   End Date   Weekdays   Spots/Week	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length R: -TuWThF :30 \$1,200	ete Type 00 NM	\$15,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 WISN         10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Neek: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3         3           Week: 10/29/12         11/04/12         -TWTF         3         3           Week: 10/29/12         11/04/12         -TWTF         3         3           Week: 10/29/12         11/04/12         -TWTF         3         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         -TWTF         3         Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3         Week: 10/22/12         10/28/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays         Length         R:           -TuWThF         :30         \$1,200           :30         :30	NM 11	\$15,000.00
Start Date   End Date   Weekdays   Spots/Week	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays         Length         R:           -TuWThF         :30         \$1,200           :30         :30	NM 11  ate Type	\$15,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2           Week: 10/08/12         10/14/12         -TWTF         3           Spot Ch         Date Range         Description           5 W/SN         10/08/12-10/14/12         News M-F 6p           See MG 11.15,11.16,11.17         Neek: 10/15/12         10/21/12         -TWTF         3           Week: 10/22/12         10/28/12         -TWTF         3         3           Week: 10/29/12         11/04/12         -TWTF         3         3           Week: 10/29/12         11/04/12         -TWTF         3         3           Week: 10/29/12         11/04/12         -TWTF         3         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         2         Spots/Week           Week: 10/08/12         10/14/12         -TWTF         3         Neek: 10/15/12         10/28/12         -TWTF         3           Week: 10/02/12         10/28/12         -TWTF         3         Neek: 10/22/12         10/28/12         -TWTF         3           Week: 10/09/12         11/04/12         -TWTF         3         Neek: 10/22/12 <td>Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00</td> <td>Weekdays         Length         R:           -TuWThF         :30         \$1,200           :30         :30</td> <td>NM 11  ate Type</td> <td>\$15,000.00</td>	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays         Length         R:           -TuWThF         :30         \$1,200           :30         :30	NM 11  ate Type	\$15,000.00
Start Date   End Date   Weekdays   Spots/Week	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays         Length         R:           -TuWThF         :30         \$1,200           :30         :30	NM 11  ate Type	\$15,000.00
Start Date   End Date   Weekdays   Spots/Week	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays         Length         R:           -TuWThF         :30         \$1,200           :30         :30	NM 11  ate Type	\$15,000.00
Start Date   End Date   Weekdays   Spots/Week	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays         Length         R:           -TuWThF         :30         \$1,200           :30         :30	NM 11  ate Type	\$15,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 1 7 06262067 Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 **Democratic Senatorial Ca** 

Snote

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$850.00				
Week: 10/29/12 11/04/12 -TWTF 3				0.4	00/ 000 00
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 3	<u>Rate</u> \$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM	14	\$6,300.00
Start Date	<u>Rate</u>				
Week: 10/01/12	\$450.00				
Week: 10/08/12	\$450.00		1		
Week: 10/15/12	\$450.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$450.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00				
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$3,000.00				
				_	****
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM	5	\$25,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$5,000.00		l l		
Week: 10/15/12 10/21/12 1 1	\$5,000.00				
Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M::30 \$5,000.00	NM		
See MG 19.6					
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM		
→ MG for 19.3 10/22					
Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00		1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM		
Credited	101011 0 1010				
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week	. <del></del>		l l		
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12	\$600.00				
	\$600.00		1		
Week: 10/22/12	\$600.00 \$600.00				
					#C #00 00
22 WISN 10/13/12 10/13/12 College Football Game #2		:30	NM	1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00				
Tradition terrane terrane terrane terrane	+ -,		1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 1 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spote

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$ <del>6,500.00</del>	NM	
See MG 22.2				
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
→ MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
Start Date	<u>Rate</u>			
Week: 10/01/12 10/07/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500:00	NM	
See MG 23.6				
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
MG for 15.1,23.1				
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$ <del>500.00</del>	NM	
See MG 23.7,23.8,23.9,23.10				
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000 11	1_		
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
(B) MG for 25.2,2.4,27.1,27.2,2.3,23.2	4000 44		50.1	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p- <b>1</b> 1p	WThF :30 \$1,500.00	NM	
	M-Su 6-1030PM	50 ,20 #000.00	3114	
_	IVI-50 0-1030PIVI	Sa :30 \$900.00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2     Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
•				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1	<u>Rate</u>			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00 \$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u>			
Week: 10/08/12 10/14/121- 1	\$700.00 \$700.00			
	* * * * * * * * * * * * * * * * * * * *	Modern Lough Date	<del>_</del>	
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	Weekdays Length Rate	Type	
See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30 <del>\$700.00</del>	NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/2/12 10/28/121- 1	\$700.00		į	
Week: 10/29/12 11/04/121- 1	\$700.00		j	
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			
Week: 10/08/12 10/07/121- 1	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1				
FFCCN. 10/10/12 10/21/12	\$600.00		Į.	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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	Contract / Revision	Alt Order #
	939457 / 7	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Wee				
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/15/12 10/21/121- 1	<u>k Rate</u> \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10				
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121- 1 <u>Spot Ch Date Range Description</u>	\$500.00 Start/End Time	Weekdays Length Rate	Tuna	
2 WISN 10/29/12-11/04/12 SA 630-7p	630p-7p	<u>Weekdays Length Rate</u> 5a :30 \$500.00	Type NM	
See MG 23.7,23.8,23.9,23.10	000p .p	3α .30 <del>ψουσ.σσ</del>	/*/ <b>"</b> [	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Wee				42,000.00
Week: 10/08/12 10/14/121- 1	\$1,000.00			
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/121- 1	\$0.00			
	\$1,000.00			
29 WISN 10/06/12 10/20/12 ABC Prime College Fool Start Date End Date Weekdays Spots/Wee		:30	NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00			
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/122- 2	\$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
Start Date         End Date         Weekdays         Spots/Wee           Week: 10/08/12         10/14/12        1-         1				
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$450.00 \$450.00			
Week: 10/22/12 10/28/121- 1	\$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM 5	\$8,000.00
Start Date End Date Weekdays Spots/Wee	<u>k Rate</u>		-	70,000.00
Week: 10/01/12 10/07/121 1	\$1,600.00		İ	
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$1,600.00			
Week: 10/10/12 10/28/121 1	\$1,600.00 \$1.600.00			
Week: 10/29/12 11/04/121 1	\$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	NM 4	\$3,800,00
Start Date End Date Weekdays Spots/Wee		.00	14141	Ψ5,000.00
Week: 10/08/12 10/14/121 1	\$950.00			
Week: 10/15/12 10/21/121 1	\$950.00			
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$950.00 \$950.00			
WWWd.				•-
33 WISN 10/14/12 11/04/12 Su 458-6a Start Date End Date Weekdays Spots/Wee	458-6AM <u>k Rate</u>	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121 1	\$200.00			
Week: 10/15/12 10/21/121 1	\$200.00			
Week: 10/22/12 10/28/121 1	\$200.00			
Week: 10/29/12 11/04/121 1	\$200.00			

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	939457 / 7	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/

		Spots	/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Typ	oe Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30	N	M 5	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				,
Week: 10/01/12 10/07/121 1	\$500.00			l	
Week: 10/08/12 10/14/121 1	\$500.00				
Week: 10/15/12 10/21/121 1	\$500.00			1	
Week: 10/22/12 10/28/121 1	\$500.00				
Week: 10/29/12 11/04/121 1	\$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	N	M 5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1	\$400.00			1	
Week: 10/15/12 10/21/121 1	\$400.00			1	
Week: 10/22/12 10/28/121 1	\$400.00			1	
Week: 10/29/12 11/04/121 1	\$400.00				
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	N	M 1	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/15/12 10/21/121 1	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	N	M 5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George S	tep930-1030am	:30	N	M 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			İ	
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00			_	
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	N	M 3	\$12,500.00
Start Date				1	
Week: 10/08/12 10/14/12 -1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate Ty</u>		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu:30	\$5,000.00 N	IM	
See MG 39.3,39.4		_			
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30	\$5,000.00 N	IM	
(f) MG for 40.2,39.1	T 7 0 -	T.,	#0.500.00 N		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu: :30	\$2,500.00 N	M	
Week: 10/15/12 10/21/12 0	\$0.00				•
Week: 10/13/12 10/28/12 -1 1	\$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	N	IM 1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	Rate \$2,500.00				
TOOM WORLD TOOMS TO	Ψ <b>ε</b> ,000.00			ı	

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10/10/12 / 10/10/12



	Contract / Revision 939457 / 7	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u>	riginal Date / Revision

Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Manual Laurin Data	Time	
Spot Ch Date Range Description	Start/End Time Tue 8-9p	<u>Weekdays Length Rate</u> -Tu :30 \$2,500,00	<u>Type</u> NM	
1 WISN 10/01/12-10/07/12 HappyEnd See MG 40.3	rue o-ap	:30 <del>\$2,000.00</del>	14141	
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30 \$2,500.00	NM	
(h) See MG 40.4	, ac o op			
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.00	NM	
MG for 40.3 10/02	·			
Week: 10/08/12 10/14/12 -1 1	\$2,500.00		1	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30 \$ <del>2,500.00</del>	NM	
See MG 39.3,39.4				
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/12 -1 1	\$2,200.00 Start/End Time	Workdove Longth Date	Type	
Spot Ch Date Range Description  1 WISN 10/01/12-10/07/12 PrivatePractice	Start/End Time Tue 9-10p	<u>Weekdays Length Rate</u> -Tu :30 \$2,200.00	<u>Type</u> NM	
See MG 41.4	τασ 3-τορ	-1u :50 <del>\$2,200:00</del>	/ \///	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2.200.00	NM	
(f) MG for 41.1 10/02		, , , , , , , , , , , , , , , , , , ,		
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2 <del>,200.00</del>	NM	
Credited				
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3.000.00	NM	
Credited	740 C Op	.00 \$0,000.00		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	\$7,000.00
Start Date	<u>Rate</u>			41,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM 2	\$2,600.00
Start Date				
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A_	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/122 2	\$225.00	W-10-1		
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	<u>Rate</u> \$350.00			
With the same of t				
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
	+5.00		,	

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Week: 10/15/12

10/21/12

1----

1

	939457 / 7	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Spots/ Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Days Amount Start Date **End Date** Spots/Week Rate 11/05/12 48 WISN 10/15/12 Late News 10PM 10-1030p :30 NM \$6,400.00 **End Date** Spots/Week Start Date <u>Weekdays</u> Rate Week: 10/15/12 \$1,600.00 10/21/12 1----1 Week: 10/22/12 10/28/12 1----\$1,600.00 1 Week: 10/29/12 11/04/12 \$1,600.00 1----1 Week: 11/05/12 11/11/12 1-----1 \$1,600.00 49 WISN 10/15/12 10-11am 11/05/12 The View .30 NM \$2,000.00 End Date Weekdays Start Date Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$500.00 Week: 10/22/12 10/28/12 1----1 \$500.00 Week: 10/29/12 11/04/12 1----1 \$500.00 Week: 11/05/12 11/11/12 \$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM \$500.00 Spots/Week **End Date** Start Date Weekdays Rate Week: 11/05/12 11/11/12 -1----\$500.00 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 \$225.00 1 Week: 10/22/12 10/28/12 1 \$225.00 Week: 10/29/12 11/04/12 1 \$225.00 Week: 11/05/12 11/11/12 1 \$225.00 52 WISN 10/29/12 11/05/12 3-4p :30 NM 3-4p 2 \$1,000.00 Spots/Week Start Date **End Date** Weekdays Rate Week: 10/29/12 11/04/12 \$500.00 1----1 Week: 11/05/12 \$500.00 11/11/12 1 53 WISN 11/06/12 11/06/12 3-4p 3-4p :30 NM 1 \$500.00 End Date Start Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----1 \$500.00 WISN 10/29/12 4P-5P 11/05/12 DR. OZ :30 NM \$1,200.00 Start Date End Date Spots/Week Weekdays 1 4 1 Rate Week: 10/29/12 11/04/12 \$600.00 Week: 11/05/12 11/11/12 1----1 \$600.00 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm .30 NM \$4,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$1,000.00 1 Week: 10/22/12 10/28/12 1 \$1,000.00 Week: 10/29/12 11/04/12 1 \$1,000.00 Week: 11/05/12 11/11/12 1 \$1,000.00 WISN 10/15/12 11/05/12 News M-F 5a 5-6A .30 NM \$1,400.00 **End Date** Start Date Weekdays Spots/Week Rate Week: 10/15/12 \$350.00 10/21/12 1 Week: 10/22/12 10/28/12 1-----1 \$350.00 Week: 10/29/12 11/04/12 1 \$350.00 Week: 11/05/12 11/11/12 \$350.00 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm NM :30 5 \$6,000.00 Spots/Week Start Date **End Date** Weekdays Rate Week: 10/08/12 10/14/12 1-----1 \$1,200.00

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\$1,200.00

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Week: 10/01/12

10/07/12

----5-

 Contract / Revision
 Alt Order #

 939457 / 7
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/10/12 / 10/10/12

Spots/ Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount Spots/Week Start Date End Date Weekdays Rate Week: 10/22/12 10/28/12 1 \$1,200.00 Week: 10/29/12 11/04/12 1 \$1,200.00 Week: 11/05/12 11/11/12 1 \$1,200.00 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM \$4,000.00 Start Date **End Date** Spots/Week <u>Weekdays</u> Rate Week: 10/15/12 10/21/12 1----\$1,000.00 1 Week: 10/22/12 10/28/12 \$1,000.00 1----1 Week: 10/29/12 11/04/12 \$1,000.00 1 Week: 11/05/12 11/11/12 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM \$1,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----1 \$1,000.00 60 WISN 10/22/12 11/05/12 **Entertainment Tonight** 630p-7pm :30 NM \$2,550.00 **End Date** Start Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1----\$850.00 Week: 10/29/12 11/04/12 1----1 \$850.00 Week: 11/05/12 11/11/12 1-----1 \$850.00 61 WISN 10/08/12 11/05/12 Good Morning America .30 NM 5 \$5,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/08/12 10/14/12 1-----\$1,000.00 Week: 10/15/12 10/21/12 1----\$1,000.00 Week: 10/22/12 10/28/12 1-----\$1,000.00 Week: 10/29/12 11/04/12 1----\$1,000.00 Week: 11/05/12 11/11/12 1----\$1,000.00 62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM \$1,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 11/05/12 11/11/12 1 \$1,000.00 9-10am WISN 10/15/12 11/05/12 LIVE WITH KELLY! :30 NM \$1,800.00 Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Week: 10/15/12 10/21/12 1 \$450.00 Week: 10/22/12 10/28/12 1----1 \$450.00 Week: 10/29/12 11/04/12 1-----1 \$450.00 Week: 11/05/12 11/11/12 1 \$450.00 64 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -----5-\$1,000.00 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM 1 \$1,500.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 \$1,500.00 ----S-WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00 Start Date End Date Weekdays 4 1 Spots/Week Rate Week: 10/01/12 10/07/12 \$3,000.00 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate ---TF--Week: 10/01/12 10/07/12 \$350.00 1 WISN 10/06/12 68 10/06/12 Sa 458-6a 456-6AM :30 NM 1 \$250.00 Start Date End Date Weekdays Spots/Week Rate

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\$250.00

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352

\$321,300.00



	Contract / Revision 939457 / 7	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria		Original Date / Revision 10/10/12 / 10/10/12

Totals

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Weekdays Start Date End Date Spots/Week Rate 69 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM \$200.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ----\$ \$200.00 70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 \$800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 \$400.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM \$1,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---TF-\$1,500.00 1 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035 :30 NM \$250.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$250.00 ----S-1

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 252 \$232,100,00 \$197,285.00 10/29/12 -11/06/12 100 \$89,200.00 \$75,820.00 Totals 352 \$321,300.00 \$273,105,00

Signature:	Date:	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shalt remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

## 1. BILLING AND PAYMENTS

(a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

## 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

# 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

# 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

# 6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

## 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

# 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

# GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

- (b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Product Code

53

Advertiser Ref

CONTRACT

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision **Democratic Senatorial Campaign Committee** 10/12/12 / 10/12/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+

Advertiser Code

49

Contal

IDB#

8091

Agency Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Sp	oots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		ı		, = , = = = = =
Week: 10/01/12	\$350.00				
Week: 10/08/12	\$350.00		I		
Week: 10/15/12	\$350.00		ı		
Week: 10/22/12	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				, -,
Week: 10/01/12	\$1,600.00				
Week: 10/08/12	\$1,600.00		ŀ		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuwThF :30 <del>\$1,600.00</del>	NM		
See MG 23.7,23.8,23.9,23.10			1		
Week: 10/15/12	\$1,600.00		1		
Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00		1		
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	12	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				, = 1 = 2 = 2
Week: 10/01/12	\$500.00				
Week: 10/08/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF <b></b> :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
Week: 10/15/12	\$500.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$500.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 **Democratic Senatorial Ca** 

*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Spots/ Length Week	Rate	Type 8	-noto	A
Start Date	End Date	Weekdavs	Spots/Week	Rate	Duys	Longui Week	Nate	Type	photo	Amount
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02	/12 11/02/	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				, ,,,,,	Ū	40,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$750.00						
Week: 10/22/12	11/04/12	-TWTF -TWTF	2	\$750.00						
****	*****		2	\$750.00						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate						
Week: 10/08/12	10/1/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/		·	12P-1P	Mass	.20	***************************************			
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				- 1		
8 WISN 10/02	/12 11/02/	12 KATIE COI	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ4,000,00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02				3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00 \$500.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	***************************************	***************************************	<del>-</del>	4P-5P						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	12 11/02/	12 News M-F	5p	5-530pm		:30		NM	15	\$16,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,,,,		\$10,200,00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 8 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 **Democratic Senatorial Ca** 

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$ <del>1,000.00</del>	NM	
See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 News M-F 5p	E E20am	TWT00 04 000 00		
4 WISN 10/08/12-10/14/12 News M-F 5p See MG 11.15,11.16,11.17	5-530pm	-TuWThF :30 \$1,000.00	NM	
15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30 \$3,000.00	N18.6	
⊕ MG for 13.5,11.3,11.4,3.4,3.3	141-04 550-0p	11130 \$3,000.00	NM	
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30 \$700.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3	110 200	5a .50 \$700.50	14141	
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3			,	
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12 10/28/12 -TwTF 3	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM 15	EE 050 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 15	\$5,250.00
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00		1	
Week: 10/22/12 10/28/12 -TwTF 3	\$350.00			
Week: 10/29/12 11/04/12 -TwTF 4	\$350.00			
13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 13	\$15,600.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	Ψ13,000.00
Week: 10/01/12	\$1,200.00			
Week: 10/08/12	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM	
See MG 11.15,11.16,11.17				
Week: 10/15/12	\$1,200.00			
Week: 10/22/12 10/28/12 -TwTF 3	\$1,200.00		l l	
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			3
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00			
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 10	\$8,500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$850.00			
Spot Ch <u>Date Range</u> <u>Description</u> 1 WISN 10/01/12-10/07/12 Entertainment Tonight	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 23.6	630p-7pm	-TuWThF :30 \$850.00	NM	
Week: 10/08/12	\$850.00			
Spot Ch Date Range Description	Start/End Time	Maakdaya Lanath Date		
4 WISN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	Weekdays Length Rate -TuWThF :30 \$850.00	Type N/A	
See MG 31.6	σσορ-τριτι	<del></del>	NM	
			ı	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Print Date 10/12/12

Page 4 of 13



Contract / Revision Alt Order# 939457 06262067 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

Start Date   End Date   Description   Start/Find Time   Days   Length Week   Rate   Type Spots   Amount							Spot	ts/			
Week   101/61/2   1012/11/2   -TWTF 3   \$880.00	*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Wee	ek Rate	Type 9	Spots	Amount
Week   10728/12   17028/12   -TWIFF-   2   \$850.00				Spots/Week	Rate				T I		
Week: 10/29/12   11/04/12											
The Name											
Start Date   End Date   Weekdays   Spots/Week   Start Date Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   Start Date   St	Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
Siart Date   End Date   Weekdays   Spots-Week   Sind-One   Sind-			12 Good Morr	ning America	7-9a		:30		NM	21	\$21,000.00
Week: 10/08/12   10/14/12   -TWTF											•
Week: 10/15/12   10/21/12   17/15/1-   5   \$1,000.00					•						
Week: 10/22/12   10/28/12   -THTF   5   \$1,000.00											
Week: 10/12/12									ŀ		
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!   Spots/Week   Start Date   End Date   Weekdays   Spots/Week   Rate   Start D									l		
Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/01/12   10/01/12   -TWTF   2   \$450.00	***************************************	,									
Week: 10/01/12   10/07/12   -TWTF   2   \$450.00							:30		NM	14	\$6,300.00
Week: 10/08/12											
Week: 10/15/12   10/28/12   -TWTF   3   \$450.00     Week: 10/22/12   10/28/12   -TWTF   4   \$450.00     S450.00     S450.00     S450.00     S450.00											
Week: 10/22/12   10/28/12   -TWTF   4											
No.   No.											
18   WISN   10/26/12   10/26/12   2020   Start Date   End Date   Weekdays   Spots/Week   Rate   Start/End Time   Weekdays   Length   Rate   Type   Start/Date   End Date   Weekdays   Spots/Week   Rate   Stort/End Time   Stort/											
Start Date   End Date   Meekdays   Spots/Week   10/22/12   10/28/12   10/25/12   Dancing   Prime Other   30   NM   5   \$25,000.00											
Week: 10/22/12   10/28/12     1   \$3,000.00				SnoteMlack	•		:30		NM	1	\$3,000.00
19   WISN 10/08/12   11/05/12   Dancing   Prime Other   30   NM   5   \$25,000.00									i		
Start Date   End Date   Weekdays   Spots/Week   10/108/12   10/14/12   10/14/12   1   1   \$5,000.00	19 WISN 10/08	/12 11/05/	12 Dancing				.20		118.0	_	205.000.00
Week: 10/08/12   10/14/12   1   1   \$5,000.00     S5,000.00     Spot Ch   Date Range   Description   Start Date   Start Date   Start Date   Start Date   Start Date   End Date   Start Date   Start Date   End Date   Start Date   End Date   Start Date   End Date   Start Dat			-	Snots/Meek			:30		NIVI	5	\$25,000.00
Week: 10/15/12   10/21/12   1   1   \$5,000.00			1								
Spot Ch	Week: 10/15/12	10/21/12	1	1	· · · · · · · · · · · · · · · · · · ·				1		
3 W/SN 10/22/12-10/28/12 Dancing Prime Other M	Week: 10/22/12	10/28/12	1	1	•						
See MG 19.6   See MG 19.8   See MG 19.6	Spot Ch Da	ite Range	<u>Descriptio</u>	<u>n</u>	Start/End Time	Weekda	iys Length	Rate	Type		
6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p M			1/12 Dancing		Prime Other	M	:30	\$5,000.00			
⊕ MG for 19.3 10/22         Week: 10/29/12 11/04/12 1 1 \$5,000.00         S5,000.00           Week: 11/05/12 11/11/12 1 1 \$5,000.00         1 \$5,000.00           20 WISN 10/22/12 10/29/12 Castle Weekdays Start Date Weekdays 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 11/04/12 1 1 \$4,000.00         Mon 9-10p M :30 \$4,000.00         NM           Spot Ch Date Range 1 Weekdays 10/28/12 Castle Week: 10/29/12 11/04/12 1 1 \$4,000.00         Start/End Time Weekdays Length Rate Type Mon 9-10p M :30 \$4,000.00         NM           Week: 10/29/12 11/04/12 1 1 \$4,000.00         1 \$4,000.00         NM         5 \$3,000.00           21 WISN 10/06/12 11/03/12 Late News Sa 10pm Start Date Weekdays Week 10/03/12 10/07/1											
Week: 10/29/12         11/04/12         1         1         \$5,000.00           Week: 11/05/12         11/11/12         1         1         \$5,000.00           20 WISN 10/22/12 10/29/12         10/29/12         Castle         Mon 9-10p         :30         NM         1         \$4,000.00           Start Date End Date Meek: 10/22/12 10/28/12         Weekdays         Spots/Week         Rate Mon 9-10p         Start/End Time Mon 9-10p         Weekdays         Length Rate Type Mon 9-10p         NM           Credited           Week: 10/29/12         11/04/12         1         1         \$4,000.00           Start Date End Date Meekdays Spots/Week         Spots/Week         Rate S600.00           Week: 10/01/12         10/07/12        1- 1         \$600.00           Week: 10/02/12         10/21/12        1- 1         \$600.00           Week: 10/02/12         11/04/12        1- 1         \$600.00           Week: 10/02/12         11/04/12        1- 1         \$600.00           Week: 10/13/12         10/13/12         College Football Game #2         230p-6p         :30         NM         1         \$6,500.00	_		/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
Week: 11/05/12         11/11/12         1         1 \$5,000.00           20 WISN 10/22/12         10/29/12         Castle         Mon 9-10p         :30         NM         1 \$4,000.00           Start Date Week: 10/22/12         End Date 10/28/12         Weekdays Spots/Week \$4,000.00         Rate \$4,000.00         Start/End Time Weekdays Length Rate Type Mon 9-10p         Type Mon 9-10p         NM           1 WISN 10/22/12-10/28/12         Castle         Mon 9-10p         M	_		4						- 1		
20 WISN 10/22/12   10/29/12   Castle   Mon 9-10p   :30   NM   1 \$4,000.00			1	1	•						
Start Date   End Date   Weekdays   Spots/Week   Rate   S4,000.00   Spot Ch   Date Range   Description   Start/End Time   Weekdays   Length   Rate   Type   Mon 9-10p   M   :30 \$4,000.00   NM   Credited   Week: 10/29/12   11/04/12   1   1   \$4,000.00   Start/End Time   Weekdays   Length   Rate   Type   Mon 9-10p   M   :30 \$4,000.00   NM   S4,000.00   NM   S4,000.00   Start/End Time   Weekdays   Spots/Week   Rate   Rate   Start/End Time   Weekdays   Spots/Week   Rate   Start/End Time   Seool.00   Start/End Time   Seool.00   Start/End Time   Seool.00				1	\$5,000.00						
Week: 10/22/12         10/28/12         1         1 \$4,000.00           Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 WISN 10/22/12-10/28/12         Castle         Mon 9-10p         M					•		:30		NM	1	\$4,000.00
Spot Ch			Weekdays								
1 WISN 10/22/12-10/28/12 Castle			Descriptio	•	•	Markal		<b>5</b>	_		
Credited   Week: 10/29/12   11/04/12   1   1   \$4,000.00				<u>!!</u>		***************************************					
Week: 10/29/12       11/04/12       1 \$4,000.00         21 WISN 10/06/12       11/03/12       Late News Sa 10pm       10-1035p       :30       NM       5 \$3,000.00         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 10/01/12       10/07/12      1-       1 \$600.00         Week: 10/15/12       10/14/12      1-       1 \$600.00         Week: 10/22/12       10/28/12      1-       1 \$600.00         Week: 10/29/12       11/04/12      1-       1 \$600.00         Week: 10/29/12       11/04/12      1-       1 \$600.00         22 WISN 10/13/12       10/13/12       College Football Game #2 230p-6p       :30       NM       1 \$6,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate		722712-107E0	VIZ CESTIC		won s-rop	141	.30	<del>\$1,000.00</del>	IVIVI		
21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00    Start Date   End Date   Weekdays   Spots/Week   Rate		11/04/12	1	1	\$4,000.00						
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12        1-         1         \$600.00           Week: 10/08/12         10/14/12        1-         1         \$600.00           Week: 10/15/12         10/21/12        1-         1         \$600.00           Week: 10/22/12         10/28/12        1-         1         \$600.00           Week: 10/29/12         11/04/12        1-         1         \$600.00           22 WISN 10/13/12         10/13/12         College Football Game #2 Spots/Week         230p-6p         :30         NM         1         \$6,500.00           Start Date         End Date         Weekdays         Spots/Week         Rate         Rate	21 MISN 10/06		12 Late News	Sa 10nm	***		.20		NIN C	-	
Week: 10/01/12       10/07/12      1-       1       \$600.00         Week: 10/08/12       10/14/12      1-       1       \$600.00         Week: 10/15/12       10/21/12      1-       1       \$600.00         Week: 10/22/12       10/28/12      1-       1       \$600.00         Week: 10/29/12       11/04/12      1-       1       \$600.00         22 WISN 10/13/12       10/13/12       College Football Game #2       230p-6p       :30       NM       1       \$6,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate       Rate					'		:30		NIVI	5	\$3,000.00
Week: 10/08/12       10/14/12      1-       1       \$600.00         Week: 10/15/12       10/21/12      1-       1       \$600.00         Week: 10/22/12       10/28/12      1-       1       \$600.00         Week: 10/29/12       11/04/12      1-       1       \$600.00         22 WISN 10/13/12       10/13/12       College Football Game #2       230p-6p       :30       NM       1       \$6,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate				1							
Week: 10/15/12       10/21/12      1-       1       \$600.00         Week: 10/22/12       10/28/12      1-       1       \$600.00         Week: 10/29/12       11/04/12      1-       1       \$600.00         22 WISN 10/13/12       10/13/12       College Football Game #2 Coll	Week: 10/08/12	10/14/12	1-	1					1		
Week: 10/22/12       10/28/12      1-       1       \$600.00         Week: 10/29/12       11/04/12      1-       1       \$600.00         22       WISN 10/13/12       10/13/12       College Football Game #2       230p-6p       :30       NM       1       \$6,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate	Week: 10/15/12	10/21/12	1-	1							
Week: 10/29/12 11/04/121- 1 \$600.00         22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6,500.00         Start Date       End Date       Weekdays       Spots/Week Rate	Week; 10/22/12	10/28/12	1-	1							
Start Date End Date Weekdays Spots/Week Rate	Week: 10/29/12	11/04/12	1-	1							
Start Date End Date Weekdays Spots/Week Rate	22 WISN 10/13	/12 10/13/	12 College Fo	otball Game #2	230n-6p		· <b>3</b> ∩		NIM	1	<b>ፍ</b> ድ ድብስ ብሳ
	Start Date	End Date	-		• •		.00		1.4141	'	φυ,300.0 <b>0</b>
	Week: 10/08/12	10/14/12	1-	1							

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/08/12-10/14/12 College Football Game #2 See MG 22.2	230p-6p	Sa :30 <del>\$6,500.00</del>	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
⊕ MG for 22.1 10/13	200p op	34 .50 \$0,500.00	14101	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
Start Date End Date Weekdays Spots/Week	Rate	,00	11111	Ψ0,250.00
Week: 10/01/12 10/07/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	sa :30 \$500.00	NM	
See MG 23.6 6 WISN 10/01/12-10/07/12 Late News 1030PM	1020- 11-	NT. NT. 120 A4 050 00		
⊕ MG for 15.1,23.1	1030p-11p	MTuWThF :30 \$1,350.00	NM	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10	·			
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	4000			
8 WISN 10/10/12-10/12/12 Late News 1030PM   MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	wThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000р-11р	WITH50 \$1,500.00	INIVI	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.00	NM	
→ MG for 25.2,2.4,27.1,27.2,2.3,23.2		·		
Week: 10/15/12 10/21/121- 1	\$500.00		İ	
Week: 10/22/12 10/28/121 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate			
Week: 10/15/12 10/21/121- 1	\$200.00 \$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	#2 ean oo
Start Date End Date Weekdays Spots/Week	Rate	.50	14141 4	\$2,800.00
Week: 10/01/12 10/07/121 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa <b></b> :30 <del>\$700.00</del>	NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1	¢700.00			
Week: 10/22/12 10/28/121- 1	\$700.00 \$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA		.20		<b>*** ** * * * * * * * </b>
Start Date End Date Weekdays Spots/Week	6-7a Rate	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00		j	
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		J	
			•	

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Contract / Revision Alt Order# 939457 / 8 06262067 Product Estimate #

Contract Dates DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 **Democratic Senatorial Ca** 

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S <sub>i</sub>	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/121- 1	\$500.00		_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>		
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Sa :30 <del>\$500.00</del>	NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
2 WISN 10/29/12-11/04/12 SA 630-7p	630p-7p	Sa :30 \$500.00	<u>Туре</u> <i>NM</i>		
See MG 23.7,23.8,23.9,23.10	000p-7p	3a .00 <del>4000.00</del>	14147		
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate		.,,,,,	_	Ψ2,000.00
Week: 10/08/12 10/14/121- 1	\$1,000.00		1		
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/121- 1	\$1,000.00				
29 WISN 10/06/12 10/20/12 ABC Prime College Footba	7-1030p	:30	NM	3	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				,
Week: 10/01/12 10/07/121- 1	\$1,000.00				
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/122- 2	\$1,000.00				
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am _	:30	NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$450.00		j		
Week: 10/15/12 10/21/121- 1	\$450.00				
Week: 10/22/12 10/28/121- 1	\$450.00				
Week: 10/29/12 11/04/121- 1	\$450.00				
N 31 WISN 10/07/12 11/04/12 Late News 10pm		-20		_	
Start Date End Date Weekdays Spots/Week	10p-1030p Rate	:30	NM	5	\$8,850.00
Week: 10/01/12 10/07/121 1	\$1,600.00				
Week: 10/08/12 10/14/121 1	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
2 WISN 10/08/12-10/14/12 Late News 10pm	10p-1030p	Si :30 \$1,600.00	NM		
See MG 31.6		·			
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M :30 \$2,450.00	NM		
⊕ MG for 31.2,15.4					
Week: 10/15/12 10/21/121 1	\$1,600.00				
Week: 10/22/12 10/28/121 1	\$1,600.00				
Week: 10/29/12 11/04/121 1	\$1,600.00				
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p- <u>1</u> 1p	:30	NM	4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate				
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$950.00		1		
Week: 10/22/12 10/28/121 1	\$950.00 \$950.00				
Week: 10/29/12 11/04/121 1	\$950.00				
••••••		.20		_	****
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30	MM	4	\$800.00

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10/12/12 / 10/12/12



Start Date

Week: 10/01/12

End Date

10/07/12

Weekdays

-1----

Spots/Week

Alt Order # Contract / Revision 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$200.00 1 Week: 10/15/12 10/21/12 \$200.00 1 Week: 10/22/12 10/28/12 \$200.00 1 Week: 10/29/12 11/04/12 \$200.00 1 WISN 10/07/12 News Sun 530pm 11/04/12 530-6p :30 NM \$2,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ----1 1 \$500.00 Week: 10/08/12 10/14/12 ----1 1 \$500.00 Week: 10/15/12 10/21/12 ----1 1 \$500.00 Week: 10/22/12 10/28/12 ----1 1 \$500.00 ----1 Week: 10/29/12 11/04/12 \$500.00 WISN 10/07/12 11/04/12 Sun GMA :30 NM \$2,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 **---**--1 \$400.00 1 Week: 10/08/12 10/14/12 --1 1 \$400.00 Week: 10/15/12 10/21/12 ----1 1 \$400.00 Week: 10/22/12 10/28/12 ----1 \$400.00 Week: 10/29/12 11/04/12 -----1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM \$2,500.00 <u>Weekdays</u> Start Date End Date Spots/Week Rate Week: 10/15/12 10/21/12 ----1 \$2,500.00 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1 1 \$400.00 Week: 10/08/12 10/14/12 ----1 1 \$400.00 Week: 10/15/12 10/21/12 ----1 1 \$400.00 Week: 10/22/12 10/28/12 ----1 1 \$400.00 Week: 10/29/12 11/04/12 ----1 \$400.00 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 ----1 10/14/12 \$1,000.00 1 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 ----1 1 \$1,000.00 WISN 10/09/12 10/23/12 DanceResults Tue 7-8p :30 NM \$12,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$5,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate <u>Type</u> **DanceResults** 1 WISN 10/08/12-10/14/12 Tue 7-8p :30 \$5,000.00 NM See MG 39.3.39.4 3 WISN 10/08/12-10/14/12 **DWTS Results** Tue 8-9p -Tu-----:30 \$5,000.00 NM MG for 40.2,39.1 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu-----:30 \$2,500.00 NM (f) MG for 40.2,39.1 Week: 10/15/12 10/21/12 \$0.00 Week: 10/22/12 10/28/12 -1----1 \$5,000.00 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p •30 NM \$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

\$2,500.00

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Contract / Revision Alt Order# 939457 / 8 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30 \$2,500.00	NM	
See MG 40.3	•	,,		
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30 \$2,500.00	NM	
⊕ See MG 40.4				
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.00	NM	
		·		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30 \$2,500.00	NM	
See MG 39.3,39.4				
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date	<u>Rate</u>		_	¥ 1, 100.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
See MG 41.4				
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th <b></b> :30 \$2,200.00	NM	
⊕ MG for 41.1 10/02				
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$ <del>2,200.00</del>	NM	
Credited				
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         -1         1	Rate			
	\$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/15/12-10/21/12 HappyEnd Credited	Tue 8-9p	-Tu :30 \$3,000.00	NM	
Week; 10/22/12 10/28/12 -1 1	62.000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3.000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	• •	:30	NM 1	\$7,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1	<u>Rate</u> \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30	NM 2	\$2,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        2-         2	<u>Rate</u> \$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A	:30	NM 2	\$450.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        2         2	<u>Rate</u> \$225.00			
and the second s	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	<u>Rate</u> \$350.00		1	
47 WISN 11/06/12 11/06/12 General Hospital		.0.5		
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			
, in the second of the second	1113.00		ı	

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10/12/12 / 10/12/12



	Contract / Revision 939457 / 8	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12 Advertiser	DSCC-IE	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start	Date End [	Date Descripti	On.	Start/End Time	Davis	Spots/				
Start Date		Weekdays	Spots/Week	Rate	Days	Length Week	Rate	Type	Spots	Amount
48 WISN 10/15				10-1030p	****	-20				
Start Date		Weekdays	Spots/Week	Rate		:30		NM	4	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15				10-11am		:30		NM	4	\$2,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/22/12	10/28/12	1	1	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06	/12 11/06/	12 The View		10-11am		:30	<u> </u>	N. A.		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15		12 ANDERSO	ON COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate					7	\$900.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00 \$225.00						
52 WISN 10/29		12 3-4p	I	····						
Start Date	End Date	Weekdays	Spots/Week	3-4p <u>Rate</u>		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM		0500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		EAIAI	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	Rate					-	V1,200.00
Week: 11/05/12	11/11/12	1	1 1	\$600.00						
55 WISN 10/15/			•	\$600.00						
Start Date	End Date	2 News M-F Weekdays	op Spots/Week	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/		2 News M-F	5 <b>a</b>	5-6A		:30		NM	4	\$1.400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		,,,,		14141	4	\$1,400.00
Week: 10/15/12 Week: 10/22/12	10/21/12		1	\$350.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00				ŀ		
57 WISN 10/08/			1	\$350.00						
Start Date	End Date	2 News M-F Weekdays	•	6-630pm		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
				. ,				ŀ		

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept to advertising which is pleased with an intent to discriminate on the basic of read or otherwise.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 **Democratic Senatorial Ca** 

+1 in - Oh Oh	D-4- E-4 D	ata Danadatta		01-45-47	_	Spots/	5.			
*Line Ch Start		<u>-</u>		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00				ľ		
58 WISN 10/15	/12 11/05/ <sup>-</sup>	12 News M-F	∂a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,000.00				1		
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$1,000.00 \$1,000.00				ŀ		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06		12 News M-F	ĥa	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		TAIVI	'	ψ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22		12 Entertainm	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
<u>Start Date</u> Week: 10/22/12	End Date	Weekdays 1	Spots/Week	Rate						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$850.00 \$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08		12 Good Morn	ing America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	3	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
62 WISN 11/06	****	12 Good Morn	ing America	7-9a		:30	<u> </u>	NINA		<b>#4</b> 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				l		
63 WISN 10/15	/12 11/05/	12 LIVE WITH	KELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00 \$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06	/12 10/06/	12 PostBadge	Γ	PostBadger		:30	••••	NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		100			•	Ψ1,000.00
Week: 10/01/12	10/07/12	S-	1	\$1,000.00						
65 WISN 10/06			•	630-7p, 6-630p		:30		NM	1	\$1,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	<u>Spots/Week</u> 1	<u>Rate</u> \$1,500.00						
66 WISN 10/04		-				-00				
	End Date	Weekdays	Spots/Week	Thu 7-8p <u>Rate</u>		:30		NM	1	\$3,000.00
Week: 10/01/12	10/07/12	T	1	\$3,000.00						
67 WISN 10/04	/12 10/05/	12 News M-F	5a	5-6A		:30	*****	NM	1	\$350.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	, _ 0 0 1 0 0
Week: 10/01/12	10/07/12	TF	1	\$350.00						
68 WISN 10/06			Coole AA/- al-	456-6AM		:30		NM	1	\$250.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$250.00						
· · · -	··· <del>-</del>	=	•	<del></del>				1		

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10/12/12 / 10/12/12



	Contract / Revision 939457 / 8	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

*Line Ch Start Date End Date Description	Start/End Time Da	Spots/ ys Length Week Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72         WISN 10/06/12         10/06/12         INSIDE THE HUDDLE           Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        S-         1	INSIDE HUD 1035 <sub> </sub> <u>Rate</u> \$250.00	:30	MM	1	\$250.00
		Totals		351	\$321,300.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	251	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	351	\$321,300.00	\$273,105.00

Signature:	Date:	

# CONTRACT



Week: 10/15/12

Spot Ch

10/21/12

7 WISN 10/15/12-10/21/12 The View

Date Range

See MG 5.9.5.10.5.11

-TWTF--

**Description** 

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And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 10/18/12 / 10/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 53 Agency Ref Advertiser Ref

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM 10	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	,=,====
Week: 10/01/12	\$350.00		1	
Week: 10/08/12	\$350.00			
Week: 10/15/12	\$350.00			
Week: 10/22/12	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00			
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM 13	\$20,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12	\$1,600.00			
Week: 10/08/12	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM	
See MG 23.7,23.8,23.9,23.10				
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM	
See MG 23.7,23.8,23.9,23.10				
Week: 10/15/12	\$1,600.00			
Week: 10/22/12	\$1,600.00		1	
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00			
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM 11	\$5,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			40,000.00
Week: 10/01/12	\$500.00			
Week: 10/08/12	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17				
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17				

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<u>Weekdays</u>

-TuWThF----

Length

Rate

\$500.00

Type

\$500.00

10-11am

Start/End Time

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

*Line Ch Star	t Date End F	)ate Descriptio	an .	Start/End Time	Days	Spot Length Wee		Tuno	·	٨
Start Date		Weekdays	Spots/Week	Rate	Days	Length vvec	k Rate	TypeS	pois	Amount
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/0			1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	1	\$950.00				- 1		
Week: 10/15/12	10/14/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/0	2/12 11/02/	12 Nightline		11p-1130p		:30		NM	10	\$8,900.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	10	\$6,900.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
	<u>0ate Range</u> 0/15/12-10/21	<u>Descriptio</u> 1/12 Nightline	<u>n</u>	Start/End Time	Weekday		Rate	<u>Type</u>		
	5.9,5.10,5.11	712 INGILIIIIG		11p-1130p	-TuWThF	:30	\$ <del>750.00</del>	NM		
	0/21/12-10/21	/12 World Nev	ws Tonight	*Sun 5-530p		St :30	\$1,500.00	NM		
MG for 3.	7,13.6,13.7,5	.3	Ū				<b>41,000.04</b>	''''		
	0/28/12-10/28		ws Tonight	*Sun 5-530p		St :30	\$1,500.00	NM		
	7,13.6,13.7,5		7.0							
-	0/21/12-10/21		7-9a	7-9am	<b>-</b>	SL :30	\$650.00	NM		
Week; 10/22/12	.7,13.6,13.7,5 10/28/12	.s -TWTF	2	\$750.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/0	***************************************	*******	N COOPER	M-F 11A-12P		:30	***************************************			<b>***</b>
Start Date		Weekdays	Spots/Week	Rate		.30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				į		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/0				12P-1P_		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/0	2/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	¢4 000 00
Start Date		<u>Weekdays</u>	Spots/Week	Rate				1 4141	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWT F	2	\$400.00				į		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	2 2	\$400.00 \$400.00						
9 WISN 10/0				· · · · · · · · · · · · · · · · · · ·						
9 WISH 10/0		12 3-4p <u>We</u> ekdays	Spots/Week	3-4p		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/18/12 / 10/18/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length Wed		TypeS	inote	Amount
Start Date End Date Weekdays Spots/Week	Rate	zojo zonga vvo	on nato	1,7000	polo	Amount
Week: 10/15/12 10/21/12 -TWTF 2	\$500.00					
Week: 10/22/12	\$500.00					
Week: 10/29/12 11/04/12 -TwTF 2	\$500.00					
10 WISN 10/02/12 11/02/12 DR, OZ	4P-5P	:30		NM	10	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		1.4141	10	ΨΟ,ΟΟΟ.ΟΟ
Week: 10/01/12	\$600.00					
Week: 10/08/12	\$600.00					
Week: 10/15/12	\$600.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$600.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$600.00					
11 WISN 10/02/12 11/02/12 News M-F 5p	5-530pm	:30		NM	15	\$16,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00					
****	\$1,000.00		_			
Spot Ch Date Range Description 3 WISN 10/08/12-10/14/12 News M-F 5p	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 News M-F 5p See MG 11.15,11.16,11.17	5-530pm	-TuWThF :30	<del>\$1,000.00</del>	NM		
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30	64 000 00			
See MG 11.15,11.16,11.17	5-550pm	-TuWThF :30	\$1,000.00	NM		
15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30	\$3,000.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3	оч ооо ор		Ψ0,000.00	INIVI		
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	<b></b> -Sa :30	\$700.00	NM		
→ MG for 13.5,11.3,11.4,3.4,3.3			4.00.00	````		
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30	\$500.00	NM		
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00					
Week: 10/22/12	\$1,000.00					
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00					
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30		NM	15	\$5,250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					++,200.00
Week: 10/01/12 10/07/12 -TwTF 2	\$350.00					
Week: 10/08/12 10/14/12 -TwTF 3	\$350.00					
Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3	\$350.00			i		
Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 4	\$350.00					
	\$350.00					
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30		NM	11	\$13,200.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate					
Week: 10/01/12	\$1,200.00					
Spot Ch Date Range Description	\$1,200.00 Start/End Time	Mi-Automore Locati	<b>.</b> .	_ 1		
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	Weekdays Length -TuWThF :30	Rate	<u>Туре</u>		
See MG 11.15,11.16,11.17	0-030pm	-TuWThF :30	\$ <del>1,200.00</del>	NM		
Week: 10/15/12 10/21/12 -TwTF 3	\$1,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Tuna		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuwThF :30	\$1,200.00	<u>Type</u> NM		
See MG 5.9,5.10,5.11			<del>Ψ1,Σ00:00</del>	IVIVI		
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30	\$ <del>1,200.00</del>	NM		
See MG 5.9,5.10,5.11	•	.00	+ .,			
Week: 10/22/12	\$1,200.00					

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Rev	visìon	Alt Order#	
	939457	/ 9	06262067	
Contract Dates	Product		Estimate #	
10/02/12 - 11/06/12	DSCC-IE		1533	

Advertiser Original Date / Revision **Democratic Senatorial Ca** 10/18/12 / 10/18/12

*Line Ch Start Date End Date De	escription	Start/End Time	Spo Days Length We		Tunas	maia	A
50000 - " <u>-</u> "	days Spots/Week	Rate \$1,200.00	Days Length We	ek Nate	TypeS	pois	Amount
<del></del>	ews M-F 6a	6-7A	.00	····			
Start Date End Date Week		Rate	:30		NM	15	\$15,000.00
Week: 10/01/12 10/07/12 -TWT		\$1,000.00					
Week: 10/08/12 10/14/12 -TWT	F 3	\$1,000.00					
Week: 10/15/12 10/21/12 -TWT		\$1,000.00					
Week: 10/22/12 10/28/12 -TWT	F 3	\$1,000.00					
Week: 10/29/12 11/04/12 -TWT	F 4	\$1,000.00			1		
15 WISN 10/02/12 11/02/12 En	tertainment Tonight	630p-7pm	:30		NM	10	\$8,500.00
Start Date End Date Week		Rate	.00		''''	10	φα,500.00
Week: 10/01/12 10/07/12 -TWT	F 2	\$850.00					
	escription escription	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
	ntertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM		
See MG 23.6							
Week: 10/08/12 10/14/12 -TWT	<del>-</del>	\$850.00					
	escription	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
	ntertainment Tonight	630p-7pm	-TuWThF :30	\$8 <del>50.00</del>	NM		
See MG 31.6 Week: 10/15/12 10/21/12 -TwT	- 0	****					
Week: 10/15/12 10/21/12 -TWT Week: 10/22/12 10/28/12 -TWT	-	\$850.00					
Week: 10/29/12 11/04/12 -TWT	<del></del>	\$850.00					
*****		\$850.00					
	ood Morning America	7-9a	:30		NM	21	\$21,000.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/01/12 10/07/12 -TWT		<u>Rate</u> \$1,000.00					
Week: 10/08/12 10/14/12 -TWT		\$1,000.00					
Week: 10/15/12 10/21/12 -TWT	·	\$1,000.00					
Week: 10/22/12 10/28/12 -TWT	•	\$1,000.00					
Week: 10/29/12 11/04/12 -TWT	<del>-</del>	\$1,000.00					
	/E WITH KELLY!						
Start Date End Date Week		9-10am <u>Rate</u>	:30		NM	14	\$6,300.00
Week: 10/01/12 10/07/12 -TWT		\$450.00					
Week: 10/08/12 10/14/12 -TWT		\$450.00					
Week: 10/15/12 10/21/12 -TWT.		\$450.00					
Week: 10/22/12 10/28/12 -TWT		\$450.00					
Week: 10/29/12 11/04/12 -TwT	F 4	\$450.00					
18 WISN 10/26/12 10/26/12 20:	20	Fri 9-10p	:30		NIA.		00.000.00
Start Date End Date Week		Rate	.30		NM	1	\$3,000.00
Week: 10/22/12 10/28/12		\$3,000.00					
19 WISN 10/08/12 11/05/12 Da	ncing	Prime Other	:30	******	NM	5	\$25.000.00
Start Date End Date Week		Rate	.00		14141	ą	\$25,000.00
Week: 10/08/12 10/14/12 1	1	\$5,000.00					
	1	\$5,000.00			i		
_	1	\$5,000.00					
	escription	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
	ancing	Prime Other	M:30	\$5,000.00	NM		
See MG 19.6	· · · · · · · ·						
6 WISN 10/22/12-10/28/12 Da	ancing	Mon 7-8p	M::30	\$5,000.00	NM		
	1	<b>የደ በበ</b> ስ ስስ					
1104/12 T		\$5,000.00			i		

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Hearst television inc. does not discriminate in the sale of advertising time, and will accord to advertising the sale of advertising time, and will accord to advertising time.

10/18/12 / 10/18/12



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Stort Data End D : D : ::		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date Week: 11/05/12End Date 11/11/12Weekdays 1Spots/Week111	<u>Rate</u> \$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4.000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1			14141	\$4,000.00
Spot Ch Date Range Description	\$4,000.00			
1 WISN 10/22/12-10/28/12 Castle	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Credited	Mon 9-10p	M :30 \$4,000.00	NM	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121	\$600.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			•
	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$6,500.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			•
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<b>-</b>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	<u>weekdays Length Rate</u> Sa :30 \$6,500.00	Type	
See MG 22,2	• •	00 <del>φο,ουσ.ου</del>	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30 \$6,500.00	NM	
₩ MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 8	\$8,250.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1	Rate			40,200.00
Spot Ch Date Range Description	\$500.00 <u>Start/En</u> d Time	Wookdown Laweth -	_	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 23.6		<b>-</b> \$a :30 \$500.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
MG for 15.1,23.1  Week: 10/08/12		V -	14111	
Const Ob. D. 1. D.	\$500.00			
Spot Cn Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	<u>Weekdays Length</u> <u>Rate</u>	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30 \$500.00	NM	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThE :30 \$1 500 00		
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	10000 110	WThF :30 \$1,500.00	NM	
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2		.00 \$1,000.00	14101	
9 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
10 WISN 10/13/12-10/13/12 Prime Nascar	150 0 (0000)			
® MG for 25.2,2.4,27.1,27.2,2.3,23.2	M-Su 6-1030PM	<b>-</b> \$a :30 \$900.00	NM	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	•30		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121 1	\$200.00			

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Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision **Democratic Senatorial Ca** 10/18/12 / 10/18/12

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*Line Ch Start Date End Date Description	Stad/Frd Til	Spots/	_		
	Start/End Time	Days Length Week	Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        1-         1	<u>Rate</u> \$200.00				
Week: 10/22/12 10/28/121- 1	\$200.00				
Week: 10/29/12 11/04/121- 1	\$200.00				
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm				
Start Date End Date Weekdays Spots/Week	Rate	:30		NM 4	\$2,800.00
Week: 10/01/12 10/07/121- 1	\$700.00			i	
Week: 10/08/12 10/14/121- 1	\$700.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM	
See MG 23.7,23.8,23.9,23.10			<b>4,00.03</b>	''''	
Week: 10/15/12 10/21/121- 1	\$700.00				
Week: 10/22/12 10/28/121- 1	\$700.00			i	
Week: 10/29/12 11/04/121- 1	\$700.00				
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30		NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1	Rate			1111	<b>\$3,000.00</b>
***	\$600.00				
144.	\$600.00				
Work: 10/22/12 10/20/10	\$600.00				
Michigan 40/00/40	\$600.00				
	\$600.00				
27 WISN 10/20/12 11/03/12 SA 630-7p Start Date End Date Weekdays Spots/Week	630p-7p	:30		NM 0	\$0.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        1-         1	Rate				70.00
Spot Ch Date Range Description	\$500.00 Start/End Time	Manhatana			
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Weekdays Length		Type	
See MG 23.7,23.8,23.9,23.10	030ρ-7ρ	Sa :30	\$50 <del>0.00</del>	NM	
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
2 WISN 10/29/12-11/04/12 SA 630-7p	630p-7p		\$500.00	NM	
See MG 23.7,23.8,23.9,23.10			<b>\$000.00</b>	14141	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30		NM 3	60.000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		NM 3	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
1 WISN 10/08/12-10/14/12 Sat 630-7p	630-7p	Sa :30 \$	1,000.00	NM	
See MG 28.3,28.4 3 WISN 10/16/12-10/19/12 Jimmy Kimmel	4400 ++++				
⊕ MG for 28.1 10/13	1130-1230a	-TuWThF :30	\$500.00	NM	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1120 1020-	Township		[	
MG for 28.1 10/13	1130-1230a	-TuWThF :30	\$500.00	NM	
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/121- 1	\$1,000.00				
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal		~~			
Start Date End Date Weekdays Spots/Week	Rate	:30		NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00				
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/122- 2	\$1,000.00				
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30			
		.50		NM 4	\$1,800.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept to advertising which is placed with an intent to discriminate or the basic of second and the sale of advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed with an intent to discriminate or the basic of second advertising which is placed to discriminate or the basic of second advertising which is placed to discriminate or the basic of second advertising which is placed to discriminate or the basic of second advertising which is placed to discriminate or the basic of second advertising which is placed to discriminate or the basic of second advertising which is placed to discriminate or the basic of second advertising which is placed to discriminate or the basic of second advertising which is a second advertising which is a second advert



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Stort	Doto End I	Data Daniel B			Spo	ts/			
*Line Ch Start				Start/End Time	Days Length Wee	ek Rate	Type Sp	ots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate					
Week: 10/15/12	10/21/12	1-	1	\$450.00 \$450.00					
Week: 10/22/12	10/28/12	1-	1	\$450.00 \$450.00					
Week: 10/29/12	11/04/12	1-	1	\$450.00					
31 WISN 10/07	7/12 11/04	/12 Late News	10pm	10p-1030p	:30			_	
Start Date	End Date	Weekdays	Spots/Week	Rate	.50		NM	5	\$8,850.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00					
Week: 10/08/12	10/14/12	1	1	\$1,600.00					
	ate Range	<u>Descriptio</u>		Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 3		4/12 Late News	10pm	10p-1030p	<b>-</b> St :30	<del>\$1,600.00</del>	NM		
		5/12 World Nev	vs Tonight	M-Su 530-6p	M :30	00 450 00			
MG for 31	.2,15.4		.o romgii	M-04 550-0p	M :30	\$2,450.00	NM		
Week: 10/15/12	10/21/12	1	1	\$1,600.00					
Week: 10/22/12	10/28/12	1	1	\$1,600.00					
Week: 10/29/12	11/04/12	1	1	\$1,600.00					
32 WISN 10/14		12 Late News	SU 1030PM	1030p-11p	:30		NM	4	\$2 000 00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate			1.4141	4	\$3,800.00
Week: 10/15/12	10/14/12 10/21/12	1	1	\$950.00					
Week: 10/13/12	10/21/12	1 1	1	\$950.00					
Week: 10/29/12	11/04/12	1	1	\$950.00					
33 WISN 10/14			<u> </u>	\$950.00	***				
Start Date	End Date	Weekdays	Spots/Week	458-6AM	:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	<u>Rate</u> \$200.00					
Week: 10/15/12	10/21/12	1	1	\$200.00					
Week: 10/22/12	10/28/12	1	1	\$200.00			Ī		
Week: 10/29/12	11/04/12	1	1	\$200.00					
34 WISN 10/07		12 News Sun 8		530-6p	:30		NM	5	£2 500 00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			14141	5	\$2,500.00
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1 1	1	\$500.00					
Week: 10/05/12	10/14/12	1	1	\$500.00					
Week: 10/22/12	10/28/12	1	1	\$500.00 \$500.00					
Week: 10/29/12	11/04/12	1	1	\$500.00					
35 WISN 10/07/	/12 11/04/	12 Sun GMA		6-7a	-20				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00					
Week: 10/08/12	10/14/12	1	1	\$400.00					
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$400.00					
Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$400.00			ļ		
36 WISN 10/21/			1	\$400.00					
Start Date	/12 10/21/1 End Date	I2 Once <u>Weekdays</u>	Spoto Min-1	Sun 7-8p	:30		NM	1	\$2,500.00
Week: 10/15/12	10/21/12	<u>vveekdays</u> 1	Spots/Week 1	<u>Rate</u> \$2,500.00					
37 WISN 10/07/	****	12 News Sun 7	•	7-9am					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00					

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10/18/12 / 10/18/12



Contract / Revision Alt Order# 939457 7 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

**Democratic Senatorial Ca** 

		mediatic deflatorial Ca		10/10/12	<i>j</i> 11	U/10/12
		0	+-1			
*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length We		T		_
Start Date End Date Weekdays Spots/Week	Rate	Days Length We	ek Rate	Type S <sub>i</sub>	ots	Amount
Week: 10/08/12 10/14/121 1	\$400.00			ļ		
Week: 10/15/12 10/21/121 1	\$400.00					
Week: 10/22/12 10/28/121 1	\$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George St	ep930-1030am	:30			_	_
Start Date End Date Weekdays Spots/Week	Rate	.50		NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00					
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121 1	\$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	***	NM	3	\$12,500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -1 1	Rate				J	φ12,500.00
Spot Ch Date Range Description	\$5,000.00					
1 WISN 10/08/12-10/14/12 DanceResults	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u>Type</u>		
See MG 39.3,39.4	Tue 7-8p	-Tu <b></b> :30	\$5,000.00	NM		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-TII ·30				
→ MG for 40.2,39.1	rue o-sp	-Tu: :30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30	\$2,500.00	NIN#		
→ MG for 40.2,39.1	<del></del>	,50	\$2,500.00	NM .		
Week: 10/15/12 10/21/12 0	\$0.00			ł		
Week: 10/22/12 10/28/12 -1 1	\$5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30		NM	4	00 500 00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	<u>Rate</u>	.00		MINE	1	\$2,500.00
	\$2,500.00					
Spot Ch Date Range Description  1 WISN 10/01/12-10/07/12 HappyEnd	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 40.3	Tue 8-9p	-Tu :30	\$ <del>2,5</del> 00.00	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tuo 9 0-	T	4.5			
⊕ See MG 40.4	Tue 8-9p	-Tu: :30	<del>\$2,500.00</del>	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu ·30	#2 F00 00			
MG for 40.3 10/02	. 40 . op	-Tu :30	\$2,500.00	NM		
Week: 10/08/12 10/14/12 -1 1	\$2,500,00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Тур</u> е		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30	\$2,500.00	NM NM		
See MG 39.3,39.4			0=,000.00	1 4141		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30		NM	2	04 400 00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -1         1	<u>Rate</u>	,,,,		INIVI	2	\$4,400.00
0. (0)	\$2,200.00					
Spot Ch Date Range Description  1 WISN 10/01/12-10/07/12 PrivatePractice	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 41.4	Tue 9-10p	-Tu :30	\$ <del>2,200.00</del>	NM		
4 WISN 10/01/12-10/07/12 Scandal	Thu 0 10+	<b></b> t				
⊕ MG for 41.1 10/02	Thu 9-10p	Th :30	\$2,200.00	NM		
Week: 10/08/12 10/14/120	\$0.00					
Mode: 10/15/10 10/04/10 1				1		
Week: 10/15/12 10/21/12 -1 1				1		
Spot Ch Date Range Description	\$2,200.00	Weekdays Length	Poto	T. 47-5		
0		Weekdays Length	<u>Rate</u> \$2,200.00	<u>Type</u> NM		

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		Alt Order #
	939457 / 9	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

the Object Date Date Date Date Date Date Date Dat	<b>.</b>	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spot	s	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 0	<u>Rate</u> \$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		13.00	_	ΨΟ,000.00
Week: 10/15/12 10/21/12 -1 1  Spot Ch Date Range Description	\$3,000.00		_		
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd	Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30	<u>Type</u>		
Credited Credited	rue o-ap	-1u	NM		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal				_	
Start Date End Date Weekdays Spots/Week	7-1030p Rate	:30	NM	2	\$2,600.00
Week: 10/29/12 11/04/122 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	Rate		, i	_	7.00.00
MACO CONTRACTOR CONTRA	\$225.00				
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM	1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00				•
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	Ψ550.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-1030p	:30	NM	4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00				
Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
Start Date   End Date   Weekdays   Spots/Week   Week: 10/15/12   10/21/12   1   1	<u>Rate</u> \$500.00				
Week: 10/22/12 10/28/12 1 1	\$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	Rate				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	\$500.00				
Start Date End Date Weekdays Spots/Week	M-F 11A-12P <u>Rate</u>	:30	NM	4	\$900.00
Week: 10/15/12 10/21/12 1 1	\$225.00				
Week: 10/22/12 10/28/12 1 1	\$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30	NM	2	\$1,000.00
Store Date Meerdays Spots/Week	<u>Rate</u>		l		

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

						Spots/				
*Line Ch Start		•		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	Rate						,
Week: 11/05/12	11/11/12	1	1	\$500.00 \$500.00						
53 WISN 11/06				3-4p		.22	W-1	A 15 4		
Start Date	End Date	Weekdays	Spots/Week	3-4p Rate		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00				l i		
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	Ψ1,200.00
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$600.00						
	11/11/12	<u></u>	1	\$600.00				****		
55 WISN 10/15 Start Date	/12 11/05/ End Date		· -	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7 17 100.00
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$350.00						
Week: 11/05/12	11/04/12	1	1	\$350.00						
		_	•	\$350.00						
57 WISN 10/08 Start Date	/12 11/05/ End Date	12 News M-F Weekdays	Spots/Week	6-630pm		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	<u> 3pois/vveek</u> 1	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00				1		
58 WISN 10/15	/12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7 1,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$1,000.00				i		
Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00 \$1,000.00				- 1		
59 WISN 11/06										
Start Date	End Date	12 News M-F <u>Weekdays</u>	Spots/Week	6-7A		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	<u> </u>	<u>Rate</u> \$1,000.00				1		
60 WISN 10/22	/12 11/05/	12 Entertainn	nent Tonight	630p-7pm	****	:30		NM	3	\$2,550.00
Start Date	End Date		Spots/Week	Rate		.00		14141	,	Ψ2,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00				ĺ		
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08				7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>						
Week: 10/05/12	10/14/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				İ		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
			•	* ·				1		

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759 N. 19th Street Milwaukee, WI 53233 Contract / Revision Alt Order # 939457 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/18/12 Democratic Senatorial Ca / 10/18/12

Totals

351

\$321,300.00

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Data Time	0	
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week	Rate Type	Spots	Amount
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	<u>Rate</u> \$1,000.00				7.1200.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$450.00				, ,
Week: 10/22/12 10/28/12 1 1	\$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00				
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1	\$1,000.00
Week: 10/01/12	Rate		,	•	Ψ1,000.00
	\$1,000.00				
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week	630-7p, 6-630p	:30	MM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,500.00				
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM	4	<b>**</b> *** ***
Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	Rate				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	\$350.00				
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30	NM	1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00				
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	©000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	ı	\$200.00
Week: 10/01/12 10/07/12S 1	\$200.00				
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	<u>Rate</u> \$400.00				,
71 WISN 10/04/12 10/05/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM	1	\$1,500.00
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	1 :30	NM	1	\$250,00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	,	TAIVI	1	\$20U.UU
Week: 10/01/12 10/07/12S- 1	\$250.00				

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 251 \$232,100.00 \$197,285.00 10/29/12 -11/06/12 100 \$89,200.00 \$75,820.00 Totals 351 \$321,300.00 \$273,105.00

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	Contract / Revision 939457 /	<u>on</u> 9	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533
Advertiser  Democratic Senatorial Co	3	1	nal Date / Revision /18/12 / 10/18/12

Signature:	Date:	
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## CONTRACT



And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 10 06262067 **Product** DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/24/12 / 10/24/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash

Station Account Executive Sales Office WISN HRP -Washingto Will Hildebrandt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Snotel

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM 10	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate			\$0,500.00
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12	\$350.00			
Week: 10/22/12	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00			
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM 12	\$10,000,00
Start Date End Date Weekdays Spots/Week	Rate	,,,,	14191 12	\$19,200.00
Week: 10/01/12	\$1,600.00			
Week; 10/08/12	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM	
See MG 23.7,23.8,23.9,23.10	•	100 41,000.00	, , , , ,	
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuwThF :30 \$1,600.00	NM	
See MG 23.7,23.8,23.9,23.10	•	100 47,000.00	14141	
Week: 10/15/12	\$1,600.00			
Week: 10/22/12	\$1,600,00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
10 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuwThF :30 \$1,600.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3-	4.14	.50 \$1,000.00	14141	
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00			
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM 10	\$5,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ5,000.00
Week: 10/01/12	\$500.00			
Week: 10/08/12 10/14/12 -TWTF 2	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM NM	
See MG 11.15,11.16,11.17		4000.00		
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17		4000,00	''''	
Week: 10/15/12	\$500.00			
			1	

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Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u>	Original Date / Revision
Democratic Senatorial Ca	10/24/12 / 10/24/12

		Spots	il.	<del>-</del>	
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length Week	Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length	Poto	T.,	
5 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30	<u>Rate</u> \$500.00	<u>Type</u> NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,	34.14	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	<b>\$555.55</b>	, , , , ,	
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30	\$500.00	NM	
See MG 5.9,5.10,5.11 Week: 10/22/12 10/28/12 -TWTF 3					
Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 4	\$500.00				
	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30		NM 5	\$4,750.00
Week: 10/01/12 10/07/12 -TWTF 1	\$950.00				
Week: 10/08/12	\$950.00				
Week: 10/15/12 10/21/12 -TWTF 1	\$950.00				
Week: 10/22/12 10/28/12 -TWTF 1	\$950.00				
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00				
N 5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30		NM 9	\$8,150.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 1	<u> </u>				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/08/12 10/14/12 -TWTF 1	\$750.00 \$750.00				
Week: 10/15/12 10/21/12 -TWTF 2	\$750.00			1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Туре	
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30	\$750.00	NM	
See MG 5.9,5.10,5.11					
4 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30	<del>\$750.00</del>	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13, 9 WISN 10/21/12-10/21/12 World News Tonight					
⊕ MG for 3.7,13.6,13.7,5.3	*Sun 5-530p	St :30	\$1,500.00	NM	
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	St :30	\$1,500.00	NM	
MG for 3.7,13.6,13.7,5.3	4	30 .00	Ψ1,500.00	14141	
11 WISN 10/21/12-10/21/12 News Sun 7-9a	7-9am	st :30	\$650.00	NM	
Week: 10/22/12	\$750.00				
	\$750.00				
6 WISN 10/02/12 11/02/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P	:30		NM 14	\$3,150.00
Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$225.00				
Week: 10/08/12	\$225.00				
Week: 10/15/12	\$225.00				
Week: 10/22/12 10/28/12 -TwTF 3	\$225.00			i	
Week: 10/29/12 11/04/12 -TWTF 4	\$225.00				
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	:30		NM 8	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -TWTF 2	Rate				V2,400.00
Week: 10/08/12 10/14/12 -TWTF 2 Week: 10/15/12 10/21/12 -TWTF 2	\$300.00				
Week: 10/22/12 10/28/12 -TWTF 2	\$300.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$300.00 \$300.00				
8 WISN 10/02/12 11/02/12 KATIE COURIC	M-F 2-3P	.00			
Start Date End Date Weekdays Spots/Week	N-r 2-3P Rate	:30		NM 10	\$4,000.00
Week: 10/01/12	\$400.00				
Week: 10/08/12	\$400.00				

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	Contract / Revision	Alt Order #
	939457 / 10	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	Or	iginal Date / Revision

**Democratic Senatorial Ca** 

				L						
						Spot	ts/			
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Wee		Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				T	-	
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02				3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2 2	\$500.00 \$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	*****			4P-5P						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				i		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02/	/12 11/02/	12 News M-F	5p	5-530pm		:30		NM	14	¢15 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	1-4	\$15,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
	te Range	Description		Start/End Time	<u>Weekda</u>		<u>Rate</u>	<u>Type</u>		
3 WISN 10			= 5p	5-530pm	-TuWTh	F :30	<del>\$1,000.00</del>	NM		
5ee MG 13 4 WISN 10	1.15,11.16,1 108/12-10/14		. En	£ 500						
	1.15,11.16,1		- 5p	5-530pm	-TuWTh	F :30	\$1,000.00	NM		
		/12 World Ne	ws Toniaht	M-Su 530-6p	Th-	:30	\$3,000.00	NM		
MG for 13.				од осо ор	111	.50	\$5,000.00	IAIAI		
			ootball Game #1	11a-230		-Sa :30	\$700.00	NM		
MG for 13.	5,11.3,11.4,0	3.4,3.3					4, 55.55	''''		
		/12 Jimmy Kir	nmel	1130-1230a		F :30	\$500.00	NM		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
	te Range	Description	<del>_</del>	Start/End Time	Weekda	<del></del>	<u>Rate</u>	<u> Type</u>		
		/12 News M-F		5-530pm	-TuWTh	F :30	\$ <del>1,000.00</del>	NM		
Week: 10/29/12	+.0,34.7,34.0 11/04/12	-TWTF	11,34.12,34.13,34 3							
12 WISN 10/02/				\$1,000.00						
Start Date	End Date	Weekdays		5-6A		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				į		
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10/02/	12 11/02/	12 News M-F	6p	6-630pm		:30		NIK A	40	040.0=====
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	10	\$12,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				·		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				l		
								E .		

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000467 4 40	
939457 / 10	06262067
roduct	Estimate #
SCC-IE	1533
	roduct OSCC-IE

Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	ite Type:	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	<u>Rate</u> Start/End Time	Modern Land	,		
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm		ate <u>Type</u>		
See MG 11.15,11.16,11.17	0-030pm	-TuWThF :30 <del>\$1,200.</del>	00 NM		
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	<u>ite Type</u>		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.			
See MG 5.9,5.10,5.11					
7 WISN 10/15/12-10/21/12 News M-F 6p See MG 5.9,5.10,5.11	6-630pm	-TuWThF :30 \$ <del>1,200.</del>	90 NM		
8 WISN 10/15/12-10/21/12 News M-F 6p	6 600mm	Tulothe as also			
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	6-630pm	-TuWThF :30 \$1,200.	90 NM		
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00				
Week: 10/29/12 11/04/12 -TwTF 3	\$1,200.00				
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NIRA	4.5	045 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM	15	\$15,000.00
Week: 10/01/12	\$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00				
Week: 10/22/12	\$1,000.00				
	\$1,000.00				
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm	:30	NM	8	\$6,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra			
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	<u>Weekdays Length</u> <u>Ra</u> -TuwThF :30 \$850.			
See MG 23.6	, p	.50 \$555	70101		
Week: 10/08/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	te Type		
4 WISN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.	90 NM		
See MG 31.6 Week: 10/15/12 10/21/12 -TwTF 3	#0F0 00				
Week: 10/15/12 10/21/12 -TwTF 3 Spot Ch Date Range Description	\$850.00 Start/End Time	Mandalan I			
6 WISN 10/15/12-10/21/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Ra			
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	14	-TuWThF :30 \$850,	9 <del>0</del> NM		
Week: 10/22/12 10/28/12 -TWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	te <u>Type</u>		
8 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	-TuwThF :30 \$850.			
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34					
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         3	Rate				, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12 10/07/12 -TWTF 3 Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00 \$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00 \$1,000.00		i		
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00		ŀ		
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	h th e	4.4	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM	14	\$6,300.00
Week: 10/01/12	\$450.00				

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept on advertising time, and will accept on advertising time, and will accept on advertising time.

Original Date / Revision 10/24/12 / 10/24/12



	Contract / Revision	Alt Order #
	939457 / 1	0 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

*Line Ch Start Date End Date Description	Start/End Time	Dava	Spo		T		
Start Date End Date Weekdays Spots/We		Days	Length Wee	ek Rate	Type	spots	Amount
Week: 10/08/12 10/14/12 -TWTF 2	<u>ek Rate</u> \$450.00						
Week: 10/15/12	\$450.00						
Week: 10/22/12 10/28/12 -TWTF 3	\$450.00						
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00						
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p		:30		NM	4	#0 000 00
Start Date End Date Weekdays Spots/We			.50		IVIVI	1	\$3,000.00
Week: 10/22/12 10/28/121 1	\$3,000.00						
N 19 WISN 10/08/12 11/05/12 Dancing	Prime Other		:30		NM	4	\$20,000.00
Start Date End Date Weekdays Spots/We						•	420,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00						
Week: 10/15/12 10/21/12 1 1	\$5,000.00				i		
Week: 10/22/12 10/28/12 1 1	\$5,000.00						
Spot Ch Date Range Description	Start/End Time	Weekdays		<u>Rate</u>	<u>Туре</u>		
3 WISN 10/22/12-10/28/12 Dancing See MG 19.6	Prime Other	M	:30	\$ <del>5,000.00</del>	NM		
6 WISN 10/22/12-10/28/12 Dancing	Man 7 On						
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.1	Mon 7-8p	M	:30	\$ <del>5,000.00</del>	NM		
Week: 10/29/12 11/04/12 1 1	\$5,000.00						
Week: 11/05/12 11/11/12 1 1	\$5,000.00						
N 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p		.20			_	
Start Date End Date Weekdays Spots/We	•		:30		NM	0	\$0.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	Length	Rate	Type		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M		\$4,000.00	NM		
Credited					1		
Week: 10/29/12 11/04/12 1 1	\$4,000.00				1		
Spot Ch Date Range Description	Start/End Time	Weekdays	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
2 WISN 10/29/12-11/04/12 Castle	Mon 9-10p	M	:30	<del>\$4,000.00</del>	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.1							
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/01/12 10/07/121- 1					1		
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00				1		
Week: 10/15/12 10/21/121- 1	\$600.00				1		
Week: 10/22/12 10/28/121- 1	\$600.00 \$600.00				i		
Week: 10/29/12 11/04/121- 1	\$600.00						
22 WISN 10/13/12 10/13/12 College Football Game							
Start Date End Date Weekdays Spots/Wei			:30		NM	1	\$6,500.00
Week: 10/08/12 10/14/121- 1	<del></del>						
Spot Ch Date Range Description	Start/End Time	Weekdays	Length	Rate	<u>Type</u>		
1 WISN 10/08/12-10/14/12 College Football Game	#2 230p-6p			\$6,500.00	NM		
See MG 22.2	• •			,	, ,,,,,		
2 WISN 10/06/12-10/06/12 College Football BADG	ER 230p-6p		sa :30	\$6,500.00	NM		
⊕ MG for 22.1 10/13				•			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	-	:30		NM	8	\$8,250.00
Start Date End Date Weekdays Spots/Wee						•	+-,=-00.00
Week: 10/01/12 10/07/121- 1	\$500.00						

Advertiser

**Democratic Senatorial Ca** 

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Chat Date E LD / D		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate			
	Start/End Time	<u>Weekdays Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p See MG 23.6	6-630pm	- <b></b> Sa :30 \$500.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030n 11n	MTUUTE .OO OLOGOOO		
⊕ MG for 15.1,23.1	1030p-11p	MTuWThF :30 \$1,350.00	NM	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Tuna	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	<u>vveekdays Length Rate</u> Sa :30 \$500.00	<u>Type</u> <i>NM</i>	
See MG 23.7,23.8,23.9,23.10		54 .00 <del>\$600.00</del>	IVIVI	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2		7.,,	, , , , ,	
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2				
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
	M C., C 4000DM			
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	M-Su 6-1030PM	Sa :30 \$900.00	NM	
Week: 10/15/12 10/21/121- 1	\$500.00		1	
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	.00		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00		ļ	
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 3	\$2,100.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ2,100.00
Week: 10/01/12 10/07/121- 1	\$700.00		ŀ	
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 <del>\$700,00</del>	NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1	6700.00			
Spot Ch Date Range Description	\$700.00 Start/End Time	Montales - 1 th		
3 W/SN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.		Sa :30 \$ <del>700.00</del>	NM	
Week: 10/22/12 10/28/121- 1	\$700.00		1	
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NIM 6	20.000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate	1		φυ.υυ
Week: 10/15/12 10/21/121 1	\$500.00			
			-	

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	Contract / Revision	Alt Order #
	939457 / 10	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	Rate Stock/End Time	10/actions 1 to 11	_	
1 WISN 10/15/12-10/21/12 SA 630-7p	Start/End Time 630p-7p	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	Type	
See MG 23.7,23.8,23.9,23.10	000р-гр	5a :30 \$ <del>500.00</del>	NM	
Week: 10/22/12 10/28/120	\$0.00			
Week: 10/29/12 11/04/121 1	\$500.00			
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 2 WISN 10/29/12-11/04/12 SA 630-7p	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
2 WISN 10/29/12-11/04/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	630p-7p	Sa :30 \$500.00	NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 3	\$2,000.00
Week: 10/08/12 10/14/121- 1	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
1 WISN 10/08/12-10/14/12 Sat 630-7p See MG 28.3,28,4	630-7p	\$a :30 \$ <del>1,000.00</del>	NM	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00		
MG for 28.1 10/13	1100*1200a	-TuwThF :30 \$500.00	NM	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00	NM	
(ii) MG for 28.1 10/13				
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/121 1	\$0.00			
	\$1,000.00			
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal  Start Date End Date Weekdays Spots/Week		:30	NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$1,000.00			
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/122- 2	\$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate			+ /,000.00
Week: 10/15/12 10/21/121- 1	\$450.00 \$450.00			
Week: 10/22/12 10/28/121- 1	\$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM 5	\$8,850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u>	,	7.31	\$6,650.00
Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/121 1	\$1,600.00			
Spot Ch Date Range Description	\$1,600.00 Start/End Time	Manual Laurella D.	_	
2 WISN 10/08/12-10/14/12 Late News 10pm	10p-1030p	<u>Weekdays Length Rate</u>	Type	
See MG 31.6	70p 1000p	St :30 \$1,600.00	NM	
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M: :30 \$2,450.00	NM	
(H) MG for 31.2,15.4				
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$1,600.00			
Week: 10/29/12 11/04/121 1	\$1,600.00 \$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM		.00		
Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	NM 4	\$3,800.00
Week: 10/08/12 10/14/121 1	\$950.00			
Week: 10/15/12 10/21/121 1	\$950.00			
Week: 10/22/12 10/28/121 1	\$950.00			
Week: 10/29/12 11/04/121 1	\$950.00			

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Hearst television for does not discriminate in the sale of advertising time, and will accept to advertising which is placed with an intent to discriminate on the basis of recovery definition.



Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Data End Data December 1	O		Spc				
*Line Ch Start Date End Date Description	Start/End Time	Days Leng	gth We	ek Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate						
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM		:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1	Rate				1		
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$200.00						
· · · · · · · · · · · · · · · · · · ·	\$200.00						
	\$200.00						
	\$200.00						
N 34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p		:30		NM	13	\$23,650.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/121 1	\$500.00						
Week: 10/08/12 10/14/121 1	\$500.00						
Week: 10/15/12 10/21/121 1	\$500.00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p	St	:30	\$500.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	1.14						
6 WISN 10/29/12-11/02/12 3-4p	3-4p	MTuWThF	:30	\$1,350.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,3	34.3		,			
7 WISN 10/25/12-10/25/12 LastResort	Thu 7-8p	Th	:30	\$3,400.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.0	3,46.1,3.5,5.4,20.2,3	34.3					
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	3,46.1,3.5,5.4,20.2,3	34.3		•			
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	5,46.1,3.5,5.4,20.2,3	34.3		•			
10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWAI	RE7-10PM	Th	:30	\$12,000.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	6,46.1,3.5,5.4,20.2,3	4.3		•			
11 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11P	-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	3,46.1,3.5,5.4,20.2,3	4.3					
12 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11P	-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	5,46.1,3.5,5.4,20.2,3	4.3		,			
13 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11P	-MTuWThF	:30	\$250.00	NM		
(H) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	3,46.1,3.5,5.4,20.2,3	4.3					
14 WISN 10/28/12-10/28/12 Late News Rotation	M-F/Su 10p-11p/S	S:St.	:30	\$1,600.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	5,46.1,3.5,5.4,20.2,3	4.3		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, ,,,,,		
Week: 10/22/12	\$500.00						
Week: 10/29/12 11/04/121 1	\$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a		:30		NIM	-	#O 000 00
Start Date End Date Weekdays Spots/Week	Rate		.50		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00				- 1		
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
36 WISN 10/21/12 10/21/12 Once							
Start Date End Date Weekdays Spots/Week	Sun 7-8p Rate	:	:30		NM	1	\$2,500.00
Week: 10/15/12 10/21/121 1	\$2,500.00						
37 WISN 10/07/12 11/04/12 News Sun 7-9a							
Start Date End Date Weekdays Spots/Week	7-9am	:	:30		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	<u>Rate</u> \$400.00						
Week: 10/08/12 10/14/121 1	\$400.00				1		
Week: 10/15/12 10/21/121 1	\$400.00						
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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 / 10	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>Or</u>	iginal Date / Revision

Democratic Senatorial Ca

*line Ch Stort Date Fad Date Description		Spo				
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length We	ek Rate	Type Sp	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George St	ep930-1030am	:30		NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate				_	Ψ2,000.00
Week: 10/15/12 10/21/12 0	\$1,000.00 \$0.00			i		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121 1	\$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	·····	NM	3	\$12,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1	Rate			````	Ū	Ψ12,500.00
Spot Ch Date Range Description	\$5,000.00 Start/End Time	Weekdays Length	Data	<b>-</b>		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	Weekdays Length -Tu :30	<u>Rate</u> \$5,000.00	<u>Type</u> NM		
See MG 39.3,39.4	•		40,000.00	14141		
3 WISN 10/08/12-10/14/12 DWTS Results  ⊕ MG for 40.2,39.1	Tue 8-9p	-Tu: :30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30	\$2,500.00	NINA		
	· · · · · • •	,50	Ψ2,500.00	NM		
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 -1 1	\$0.00					
	\$5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd Start Date End Date Weekdays Spots/Week	Tue 8-9p	:30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30	\$2,500.00	NM		
See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results	Tue 9.0s	<b></b>		i		
(f) See MG 40.4	Tue 8-9p	-Tu: :30	\$2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
⊕ MG for 40.3 10/02     Week: 10/08/12 10/14/12 -1 1			, ,			
vveek: 10/08/12 10/14/12 -1 1 Spot Ch Date Range Description	\$2,500.00	1011-1	_			
2 WISN 10/08/12-10/14/12 HappyEnd	Start/End Time Tue 8-9p	Weekdays Length	Rate	<u>Type</u>		
See MG 39.3,39.4	140 0 00	.30	\$ <del>2,500.00</del>	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30		NM	2	\$4,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -1         1	Rate				-	¥4,400.00
Spot Ch Date Range Description	\$2,200.00 Start/End Time	Monkdova	5	_		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	Weekdays Length	<u>Rate</u> \$2,200.00	<u>Type</u> NM		
See MG 41.4		.50	<del>Ψ2,200.00</del>	IVIVI		
4 WISN 10/01/12-10/07/12 Scandal ☑ MG for 41.1 10/02	Thu 9-10p	Th :30	\$2,200.00	NM		
Week: 10/08/12 10/14/12 0	¢0.00					
Week: 10/15/12 10/21/12 -1 1	\$0.00 \$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu:30	\$2,200.00	NM		
Credited Week: 10/22/12 10/28/12 0	<b>60.00</b>					
Week: 10/29/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1	\$0.00 \$2,200.00					
<del>-</del>	Ψ <u>.,</u> 200.00			l		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Original Date / Revision 10/24/12 / 10/24/12



	Contract / Revision 939457 / 10	<u>Alt Order #</u> 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	Ori	iginal Date / Revision

Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
N 42 WISN 10/16/12 10/30/12 HappyEnd <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	Tue 8-9p <u>Rate</u> \$3,000.00	:30	<b>NM</b> 1	\$3,000.00
Spot Ch Date Range Description  1 WISN 10/15/12-10/21/12 HappyEnd Credited	Start/End Time Tue 8-9p	Weekdays         Length         Rate           -Tu         :30         \$3,000.00	<u>Type</u> NM	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Spot Ch Date Range Description 2 WISN 10/22/12-10/28/12 HappyEnd	Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000.00	<u>Type</u> <i>NM</i>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 Week: 10/29/12 11/04/12 -1 1	4.14 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	\$7,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1	<u>Rate</u> \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM 2	\$2,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        2-         2	<u>Rate</u> \$1,300.00			, , , , , , , , , , , , , , , , , , , ,
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A	:30	NM 2	\$450.00
Week: 10/22/12 10/28/122 2	<u>Rate</u> \$225.00			
N 46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM 0	\$0.00
Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/22/12-10/28/12 General Hospital See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	2-3pm/1-2p 4.14	M <b></b> :30 \$350.00	NM	
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			7000.00
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00			40,100.00
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1 N 49 WISN 10/15/12 11/05/12 The View	\$1,600.00			
N 49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	10-11am Rate	:30	NM 3	\$1,500.00
Week: 10/15/12 10/21/12 1 1	\$500.00			
Week: 10/22/12	\$500.00			
Spot Ch Date Range Description 2 WISN 10/22/12-10/28/12 The View	Start/End Time 10-11am	<u>Weekdays</u> <u>Length</u> <u>Rate</u> M :30 \$500.00	<u>Type</u> NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	1.14	.50 \$55,55	, 4,111	
Week: 10/29/12	\$500.00 \$500.00		1	
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM 1	0500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	<u>Rate</u> \$500.00	.50	NM 1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 4	\$900.00

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	Contract / Revision	Alt Order #
	939457 / 10	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

						Spots	;/			
*Line Ch Start			n	Start/End Time	Days	Length Week	k Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						······································
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00 \$225.00						
·····			1							
52 WISN 10/29. Start Date	/12 11/05/ End Date		Contable - I	3-4p		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00				- 1		
53 WISN 11/06	/12 11/06/	12 3-4p	·		·	.20				<b>.</b>
Start Date	End Date	Weekdays	Spots/Week	3-4p Rate		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1 <del>-</del>	1	\$500.00						
54 WISN 10/29/	12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		,,,,,		'`'''	-	Ψ1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15/		12 News M-F 5	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7 1,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$1,000.00						
Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00						
			<u> </u>	\$1,000.00						
56 WISN 10/15/				5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week	Rate				- 1		
Week: 10/12/12	10/28/12	1	1	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00 \$350.00						
57 WISN 10/08/		2 News M-F 6	<u> </u>							
Start Date	End Date	Weekdays	op <u>Spo</u> ts/Week	6-630pm Rate		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/	12 11/05/1	2 News M-F 6	ia .	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1 (19)	7	Ψ+,υυυ.υυ
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	11	\$1,000.00						
59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
N 60 WISN 10/22/		2 Entertainme	ent Tonight	630p-7pm		:30		, II. 4	•	A4 700 01
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	2	\$1,700.00
Week: 10/22/12	10/28/12	1	1	\$850.00				I		
	e Range	Description		Start/End Time	Weekday	<u>'s Length</u>	Rate	<u>Type</u>		
		12 Entertainme		630p-7pm	M		\$850.00	NM		
See MG 34	.6,34.7,34.8,	34.9,34.10,34.1	1,34.12,34.13,34	1.14						

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Contract Agreement Between: **WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

**Democratic Senatorial Ca** 

*Line Ch Start	Date End D	Date Description	n	Start/End Time	Days	Spots/ Length Week	Rate	Type	Snote	A ma ayını
Start Date	End Date	Weekdays	Spots/Week	Rate	Duys	Length Week	rvate	rype	spois	Amount
Week: 10/29/12	11/04/12	1	1	\$850.00				ŀ		
Week: 11/05/12	11/11/12	1	1	\$850.00				- 1		
61 WISN 10/08		12 Good Morn	ing America	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date	Weekdays 1	Spots/Week	Rate				- 1		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12	10/14/12 10/21/12	1	1	\$1,000.00				ŀ		
Week: 10/13/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	ι 1	\$1,000.00 \$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06		12 Good Morn	ing America							
Start Date	End Date	Weekdays	Spots/Week	7-9a Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
63 WISN 10/15	/12 11/05/	12 LIVE WITH	KELLYI	9-10am		:30		NING		
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06	/12 10/06/	12 PostBadger		PostBadger		:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		11111		Ø1,000.00
Week: 10/01/12	10/07/12	S <b>-</b>	1	\$1,000.00						
65 WISN 10/06		12 BIG 12 Bad		630-7p, 6-630p		:30		NM	1	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					•	4.1500.00
Week: 10/01/12	10/07/12	S <del>-</del>	1	\$1,500.00						
66 WISN 10/04/				Thu 7-8p		:30		NM	1	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> T	Spots/Week	Rate						•
			1	\$3,000.00						
67 WISN 10/04/ Start Date	/12 10/05/ <sup>-</sup> End Date			5-6A		:30		NM	1	\$350.00
Week: 10/01/12	10/07/12	Weekdays TF	Spots/Week 1	<u>Rate</u> \$350.00						
68 WISN 10/06/			· · · · · · · · · · · · · · · · · · ·							
Start Date	End Date	12 Sa 458-6a <u>Weekdays</u>	Spots Allook	456-6AM		:30		NM	1	\$250.00
Week: 10/01/12	10/07/12	S-	<u>Spots/Week</u> 1	<u>Rate</u> \$250.00						
69 WISN 10/07/	/12 10/07/	12 Su 458-6a	-	458-6AM						
Start Date	End Date	Weekdays	Spots/Week	430-0AW Rate		:30		MM	1	\$200.00
Week: 10/01/12	10/07/12	S	1	\$200.00						
70 WISN 10/04/	12 10/05/1	12 KATIE COL	IRIC	M-F 2-3P		:30		N 15.4	^	
	End Date	Weekdays	Spots/Week	Rate		.50		NM	2	\$800.00
Week: 10/01/12	10/07/12	TF	2	\$400.00						
71 WISN 10/04/	12 10/05/1	12 Nightline		11p-1130p		:30		NM	1	¢4 500 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		IAIA	•	\$1,500.00
Week: 10/01/12	10/07/12	TF	1	\$1,500.00				J		
72 WISN 10/06/		12 INSIDE THE	E HUDDLE	INSIDE HUD 1035		:30	***************************************	NM	1	\$250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	•			]	•	\$250.00
Week: 10/01/12	10/07/12	S-	1	\$250.00						
						Totals			345	\$321,300.00
						i utals	•		J-1J	ψυ <b>∠ 1,300.00</b>

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	Contract / Revision 939457 / 1	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	<u>Estimate #</u> 1533
Advertiser  Democratic Senatorial	l Ca	<u>Original Date / Revision</u> 10/24/12 / 10/24/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	239	\$219,450.00	\$186,532.50
10/29/12 -11/06/12	106	\$101,850.00	\$86,572.50
Totals	345	\$321,300.00	\$273,105.00

Signature:	Date:	
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